

*U.S. Department of Homeland Security*  
*House Style Guidelines*



Homeland  
Security

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# Table of Contents

Introduction	1
Branding and Our House Style	2
Color Palettes	3
Typography	4
Imagery —	
Introduction	5
Conceptual Imagery	
What We Protect	6
How We Protect the Homeland	7
Documentary Imagery	8
Cropping Images	9
DHS Grid System Components —	
Introduction	10
Examples	11
Grid Examples 8.5" x 11"	12–21
Grid Examples 3.75" x 8.5" Slim Jim	22–24
Grid Example 5.5" x 8.5"	25
Grid Examples 8.5" x 11" —	
Brochure Interior Spreads	26–30
Grid Examples 11" x 17" —	
Newsletter Cover	31
Newsletter Interior Spreads	32–33
Certificates	34–36

# Introduction

The design elements, or visual language, that make up our house style attempt to convey — through imagery, color and appearance — the qualities that we want the Department of Homeland Security to be known for: being innovative and proactive in our mission and being accessible and direct with our public.

We are entrusted with the relentless protection and defense of America, its ideals, its way of life and its people. We are the trusted and authoritative partner to the state, local and private sector entities that share our mission. We are a 21st-century form of government and proud to protect our homeland.

And our communications must reflect our convictions.

The following pages introduce the foundations of our house style. The hallmarks of this visual language are the distinctive color palettes, the complementary typefaces, standardized uses of imagery and consistent placement of our signature. Our house style will ensure maximum recognition and a clean, contemporary look for all our communications.

These house style guidelines should be used in conjunction with the Seal and Signature Usage Guidelines, which provide more detailed information on usage of the DHS signature and its variations.

# Branding and Our House Style

Our house style is a major component of our branding system. The objectives of our branding system are fourfold: to focus and build impact for the Department of Homeland Security, a modern and nonbureaucratic form of government; to unify and strengthen the department; to help state and local entities, as well as the general public, understand the role and structure of the department; and to streamline communication.

Our branding system must be clear from the public's perspective and make minimal use of acronyms, because an abundance of acronyms hampers clarity and directness.

Our branding system is not the same as our organizational chart. No more than two levels have been branded because too many layers and too many symbols suggest traditional government bureaucracy and an unfocused organization.

Every DHS communication must be branded with one — and no more than one — of the following signatures.



DHS Signature — For use on communications emanating from the cabinet level, the five directorates, or programs, locations and centers not directly linked to one of the Public Facing Entities shown below.



Public Facing Entities Signatures — For use on communications emanating from these organizations with high public visibility and interaction.



Public Facing Entities Signatures, Endorsed — Please refer to The Coast Guard Correspondence Manual or contact The Office of Government and Public Affairs of the U.S. Secret Service for more information on using these signatures.



# Primary Color Palette

The Homeland Security signature should be reproduced in full color — Homeland Security Blue, Gray, Green, Light Blue and Red — whenever possible. The colors of the signature serve as the source for our house style color palettes.

Our primary color palette contains Homeland Security Blue and Gray from the signature and adds Dark Gray and White. These colors should be employed throughout our communications and are equivalent to the

PANTONE numbers listed in the table below. For 4-color process printing, refer to the CMYK values shown. For on-screen applications (video, broadcast), refer to the RGB Video values specified. For Web applications, refer to the RGB Web values.

The PANTONE and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.

The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Please refer to the current edition of the Pantone color formula guide. PANTONE® is a registered trademark of Pantone, Inc.

	Pantone®	C	M	Y	K	Video			Web		
		R	G	B	R	G	B	R	G	B	
Homeland Security Blue	2955 C	100	45	0	37	0	47	128	0	51	102
Homeland Security Gray	Cool Gray 6 C	0	0	0	28	176	177	179	153	153	153
Homeland Security Dark Gray	Cool Gray 11 C	0	0	0	79	54	54	54	51	51	51
Homeland Security White		0	0	0	0	255	255	255	255	255	255

# Secondary or Support Palette

The other colors from the Seal — Homeland Security Red, Light Blue and Green — make up our secondary color palette, which are used to enhance our communications in backgrounds, headlines and other supporting design elements.

Homeland Security Red	187 C	0	100	79	20	165	0	33	204	0	51
Homeland Security Light Blue	307 C	100	16	0	27	0	112	178	0	102	153
Homeland Security Green	370 C	56	0	100	27	89	134	0	51	153	0

# Typography

Typography plays a major role in shaping a brand because it helps create a consistent look and feel. For all Homeland Security communications, one typeface — Joanna MT — is preferred. This typeface has been chosen because it complements the look of the Homeland Security wordmark.

When Joanna MT is not available on your computer, you may substitute Times New Roman for Joanna MT.

ITC Franklin Gothic has been selected as a secondary or complementary font for Joanna MT. It may be used for headlines, subheads, captions and other supporting text.

When ITC Franklin Gothic is not available on your computer, you may substitute Arial for ITC Franklin Gothic.

Joanna MT

abcdefghijklmnopq

rstuvwxyz

1234567890\$&?{ }

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ITC Franklin  
Gothic Book

abcdefghijklmnopq

rstuvwxyz

1234567890\$&?{ }

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

# Imagery — Introduction

Imagery is an integral and vital part of Department of Homeland Security communications. Visual imagery — specifically photography — conveys the spirit and energy of our homeland and helps bring its essence to life.

Since imagery will be used in applications from print to the Web, we must ensure that it consistently captures the best of our homeland, our employees and our commitment to proactive protection.

Following our house style will ensure that our communications will have a recognizable look and feel.

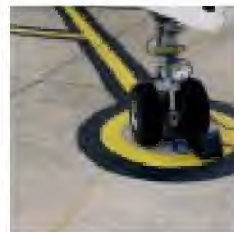
Two types of imagery are appropriate for our house style: conceptual and documentary. Conceptual imagery idealizes the homeland we protect and our ways of protecting it. Documentary imagery dramatizes our daily activities; these types of images may have a journalistic feel.

When preparing or selecting imagery, keep in mind these characteristics, which represent the essence of who we are.

Trustworthy	Reassuring	Authoritative
Accessible	Proactive	Protective
Resourceful	Innovative	Aggressive
Determined	Committed	

These imagery guidelines can also be provided to photographers to help them create original imagery for the DHS.

Please also consult the “Grid System” portion of these house style guidelines for a more complete understanding of how to use imagery in designs and layouts.

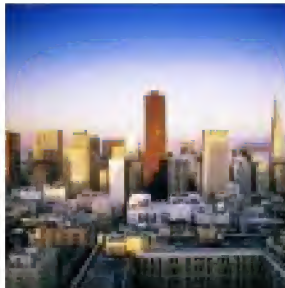




# Conceptual Imagery — What We Protect

As these examples suggest, conceptual imagery highlights the natural attributes of the homeland we protect. Idealized portraits of our national symbols are also part of this image category.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.



Getty Images ID# **ab64993**



Getty Images ID# **rbv1\_67**



Getty Images ID# **AA0408844**



Getty Images ID# **200025559-001**



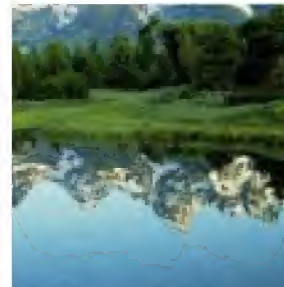
Getty Images ID# **thic0020841**



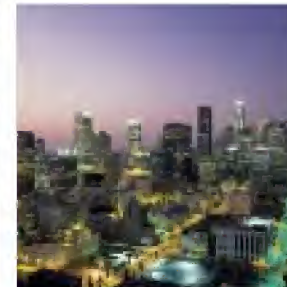
Getty Images ID# **E008263**



Getty Images ID# **ngs0\_7916**



Getty Images ID# **ba19596**



Getty Images ID# **ab68106**



Getty Images ID# **TR002823**



Getty Images ID# **ngs0\_8509**



Getty Images ID# **E014045**



Photonica ID# **dv685038**



Getty Images ID# **bot54543**



Getty Images ID# **ngs0\_680**

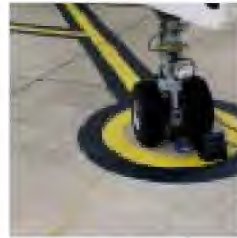
# Conceptual Imagery — How We Protect the Homeland

In conceptual images that show how we protect the homeland, our actions and our homeland's protective infrastructure have been abstracted from specific, identifiable places, activities or people. This abstraction process makes this imagery different from the imagery that documents our daily activities.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.



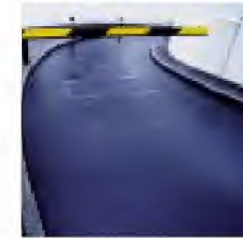
Photonica ID# 05978000211



Photonica ID# 05978000273



Photonica ID# 06539000049



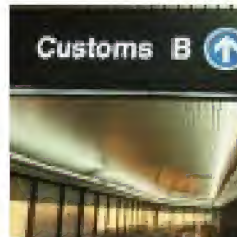
Photonica ID# 05978000318



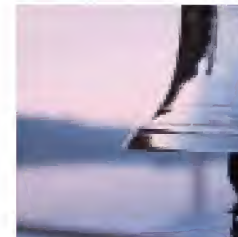
Getty Images ID# dv093019



Photonica ID# 06553000051



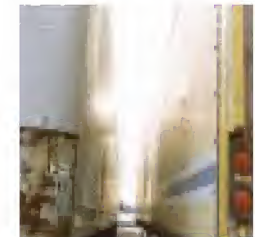
Getty Images ID# tr001757



Photonica ID# 304200045



Getty Images ID# 10186263



Photonica ID# 06581000085



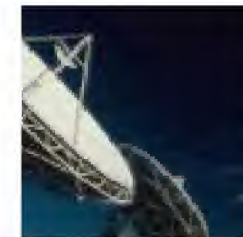
Getty Images ID# ec6696-001



Photonica ID# 629200020



Photonica ID# bd9428-001



Photonica ID# 602600115



Getty Images ID# dv635051



CBP Images ID# 117\_5fuh60\_5f270



CBP Images ID# cia\_5f01\_5fhires



CBP Images ID# cia\_5f08\_5f270



Getty Images ID# dv738029



Getty Images ID# fi\_5f11\_5f270

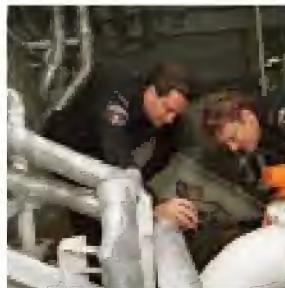


# Documentary Imagery — Our Daily Activities

This type of imagery documents our daily activities; these types of images may have a journalistic feel. Our actions and interactions with the public are of an amazingly wide variety and so our documentary imagery will range correspondingly from the mundane to the dramatic.

Please consider the intentions of the communication when selecting an appropriate image.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.



CBP Images ID# **cis\_5f07\_5f270**



CBP Images ID# **pfw\_5f10\_5f270**



CBP Images ID# **crazy\_5f13\_5f270**



CBP Images ID# **china\_5fmed**



CBP Images ID# **b\_5f06\_5f270**



CBP Images ID# **ridge\_5foperation\_5\_fpredat**



CBP Images ID# **ci\_5f13\_5f270**



CBP Images ID# **srt\_5f11\_5f270**



CBP Images ID# **hs\_5f07\_5fhighres**



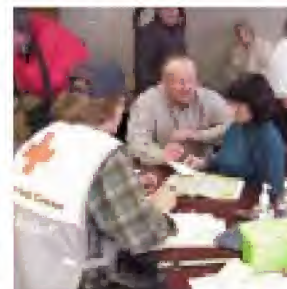
FEMA Image ID# **LA\_1437\_87**



FEMA Image ID# **Montana%20fire Granite%20Cr1**



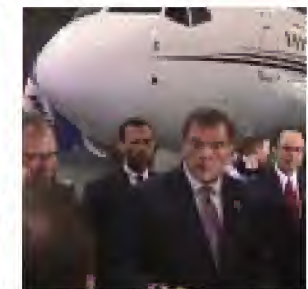
CBP Images ID# **ci\_5f05\_5fshires**



FEMA Image ID# **ok\_0202\_1401\_08**



FEMA Image ID# **pr\_11\_96\_16**



FEMA Images ID# **WA\_Ridge\_072403\_1**



# Cropping Images

Dynamic cropping can add drama to an image. Unusual colors or lighting, extreme close-ups and interesting angles may be emphasized through creative cropping. The focus of the image may be significantly altered and convey a different message than the non-cropped image.

By eliminating specific, identifiable places, activities or people from an image, cropping can be a way of making a conceptual image from a documentary image. This process is demonstrated in the first example below.



# DHS Grid System Components — Introduction

The front-facing element of DHS communications — whether a brochure cover or a website homepage — follows a basic grid system. This grid system organizes the house style components in a consistent fashion, enhancing the public's recognition of what is and is not a DHS communication while streamlining design decisions.

The DHS Grid System is made up of four essential components:

- The image panel
- The information panel
- Primary and secondary messages
- The signature

The grid splits the front-facing element of a communication horizontally into two halves.

One half is the image panel. This image panel may contain a photograph or a color field in a color selected from the house style primary or secondary palette.

The other half is the information panel, which contains a short primary message in large type and, if needed, below the primary message, a secondary message in smaller type. If needed, a date can be added below the message(s).

The signature is always placed at the bottom of the information panel and aligns flush left with the message type. The signature clearspace, at minimum, must be respected at all margins.

The placement of the image and information panels can be switched to add variety to our communications. For some communications, the information panel will be more appropriate above the image panel.



# DHS Grid System Components — Examples

Examples of various grid options.

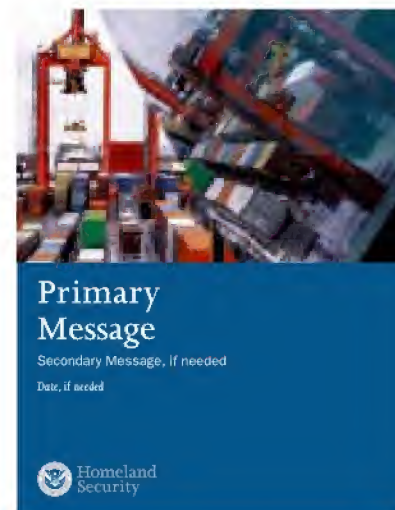
- 1) 8.5" x 11"  
cover option with  
image panel  
on bottom
- 2) Slim Jim  
cover option with  
image panel  
on bottom
- 3) 8.5" x 11"  
cover option with  
image panel on top
- 4) Slim Jim  
cover option with  
image panel on top
- 5) 5.5" x 8.5"  
cover option with  
image panel on top
- 6) 8.5" x 11"  
cover option with  
image and message  
panels appearing in  
solid DHS Dark Gray
- 7) 8.5" x 11"  
cover option with  
image panel on  
bottom in solid  
DHS Red
- 8) 5.5" x 8.5"  
cover option with  
image panel on  
bottom in solid  
DHS Light Blue  
image panel



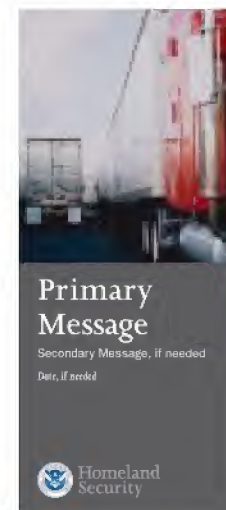
1



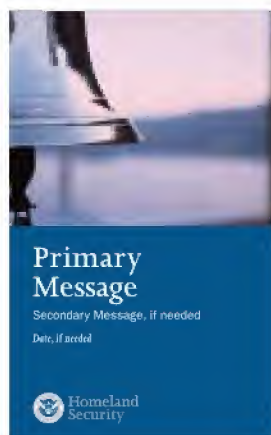
2



3



4



5



6



7



8



## Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid with image panel appearing on top.

### Information Panel

DHS Blue (PMS 2955)

### Primary Message

Joanna MT  
Semibold 58pt  
leading 58pt

### Secondary Message

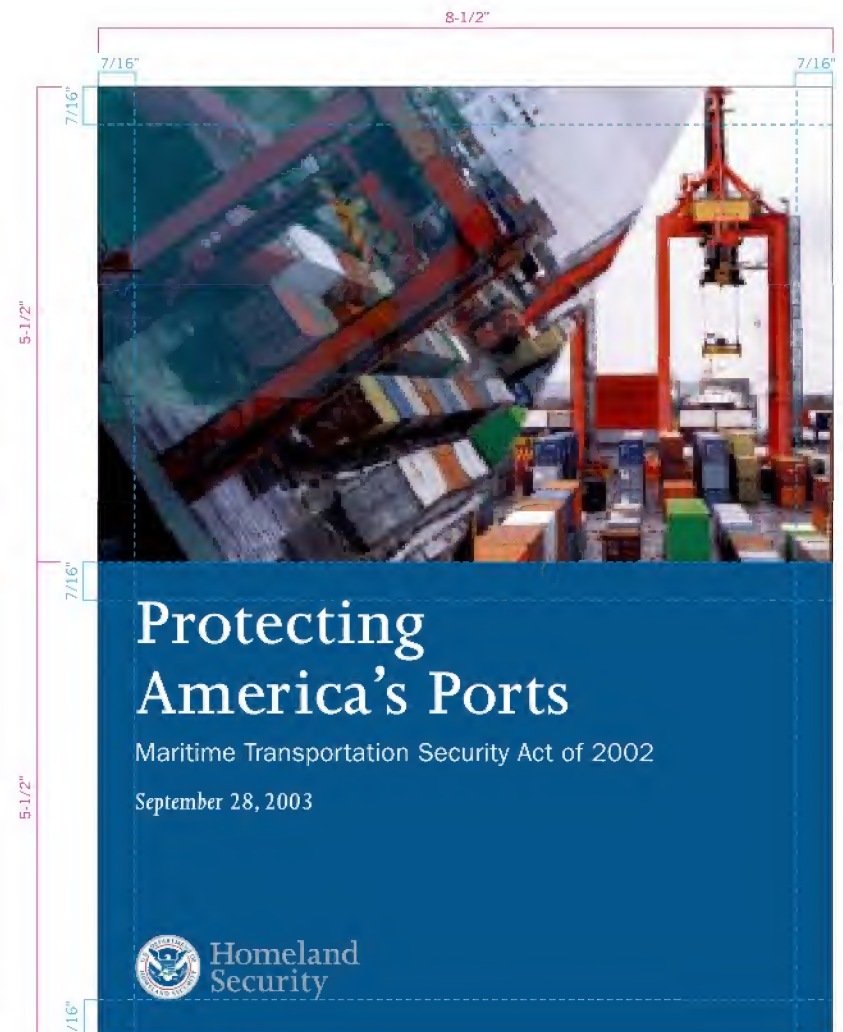
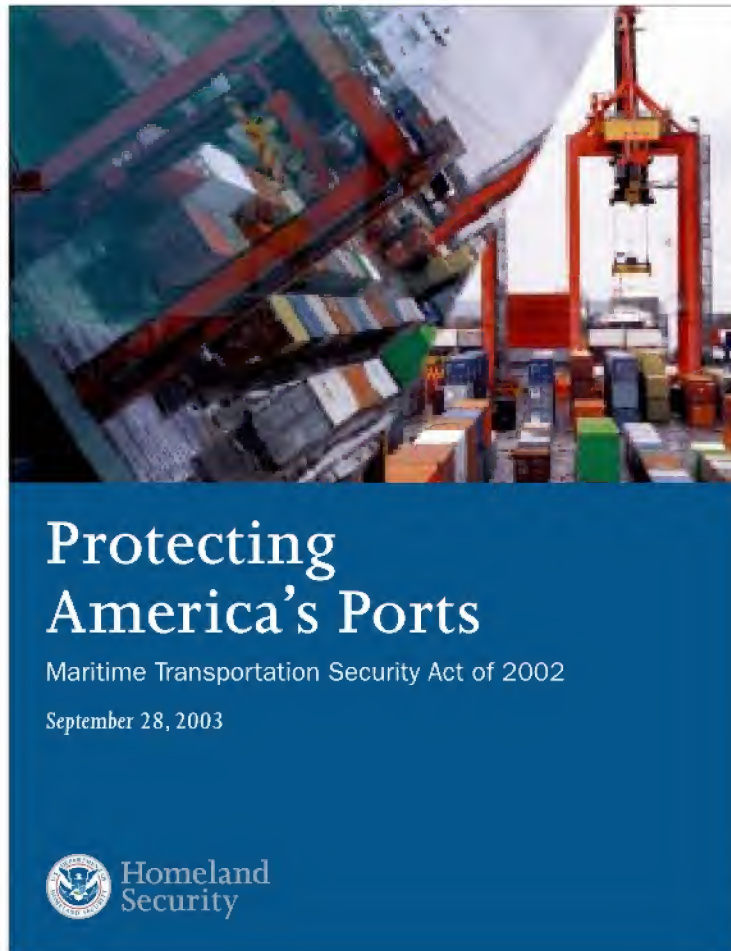
ITC Franklin  
Gothic Book 22pt  
leading 40pt

### Date

Joanna MT  
Semibold Italic 22pt  
leading 40pt

### Signature

seal 3/4"



## Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid with image panel appearing on the bottom.

### Information Panel

DHS White

### Primary Message

Joanna MT  
Semibold 58pt  
leading 58pt

### Secondary Message

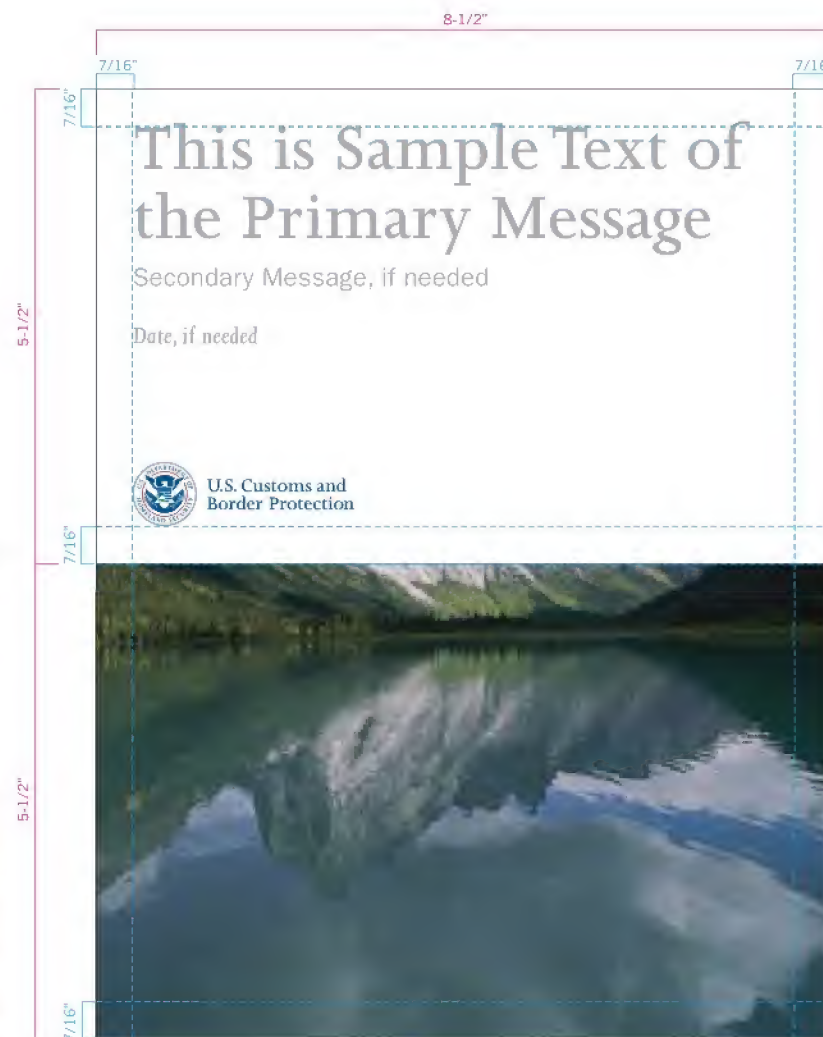
ITC Franklin  
Gothic Book 22pt  
leading 40pt

### Date

Joanna MT  
Semibold Italic 22pt  
leading 40pt

### Signature

seal 3/4"



## Grid Example 8.5" x 11"

If the communication needs to be more proprietary, a modifier may be added to the information panel before the primary message.

This modifier may only be a program, location or center name. See page 20 of "The Department of Homeland Security Seal and Signature Usage Guidelines" for more information on Level IV branding.

### Information Panel

DHS White

### Program Name

Joanna MT  
Semibold Italic 30pt  
leading 58pt

### Primary Message

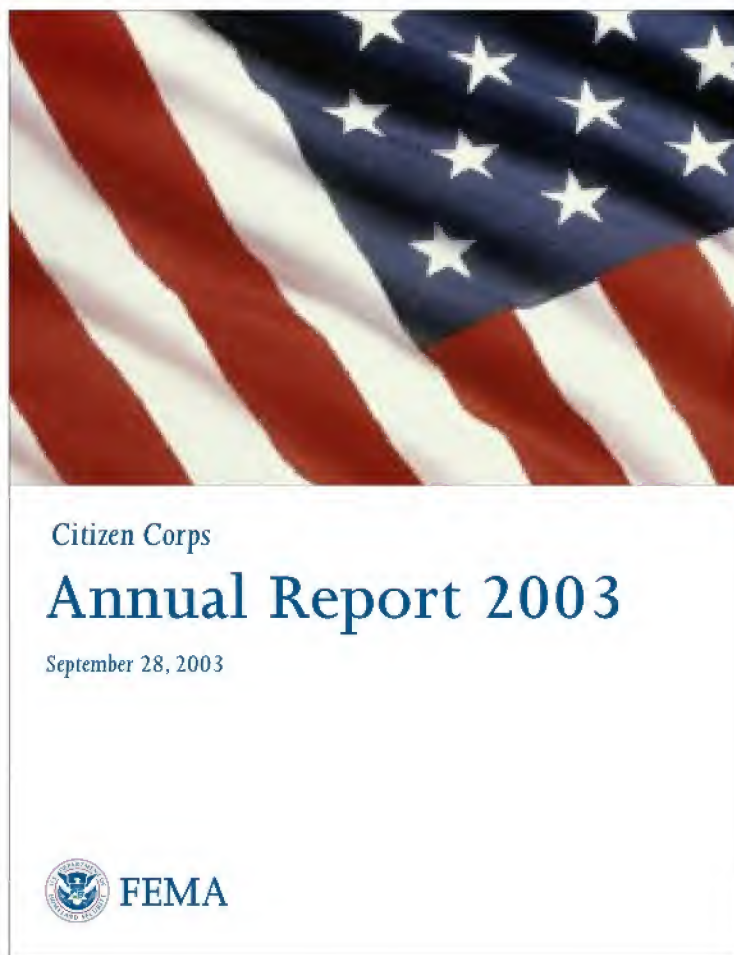
Joanna MT  
Semibold 58pt  
leading 58pt

### Date

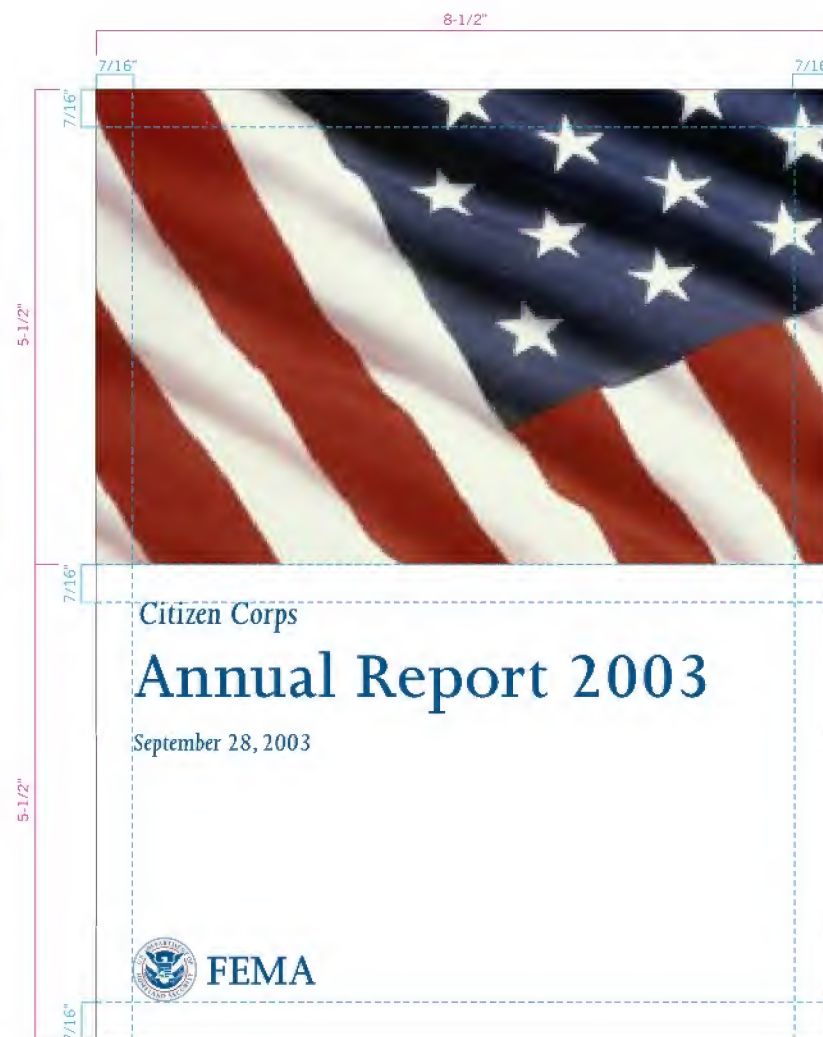
Joanna MT Italic 22pt  
leading 40pt

### Signature

seal 3/4"



Below are examples of 8.5" x 11" grids with a primary message modifier.





## Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid with image panel appearing on top.

### Information Panel

DHS Dark Gray  
(PMS Cool Gray 11)

### Primary Message

Joanna MT  
Semibold 58pt  
leading 58pt

### Secondary Message

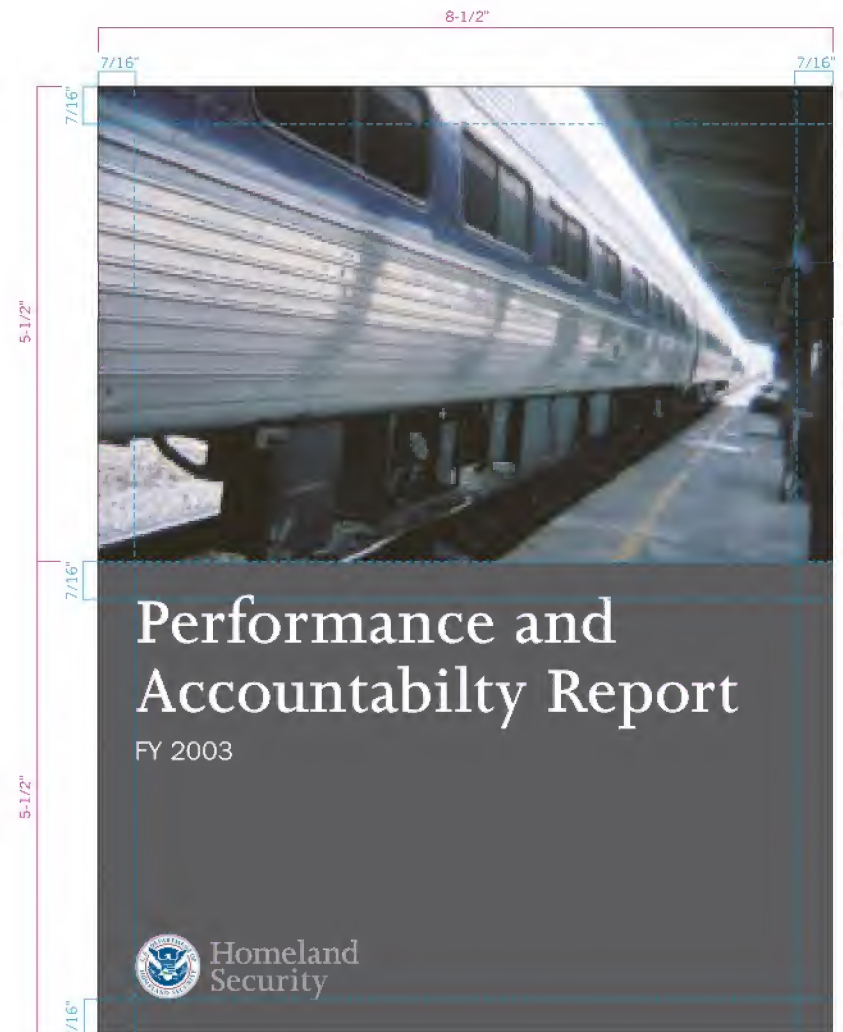
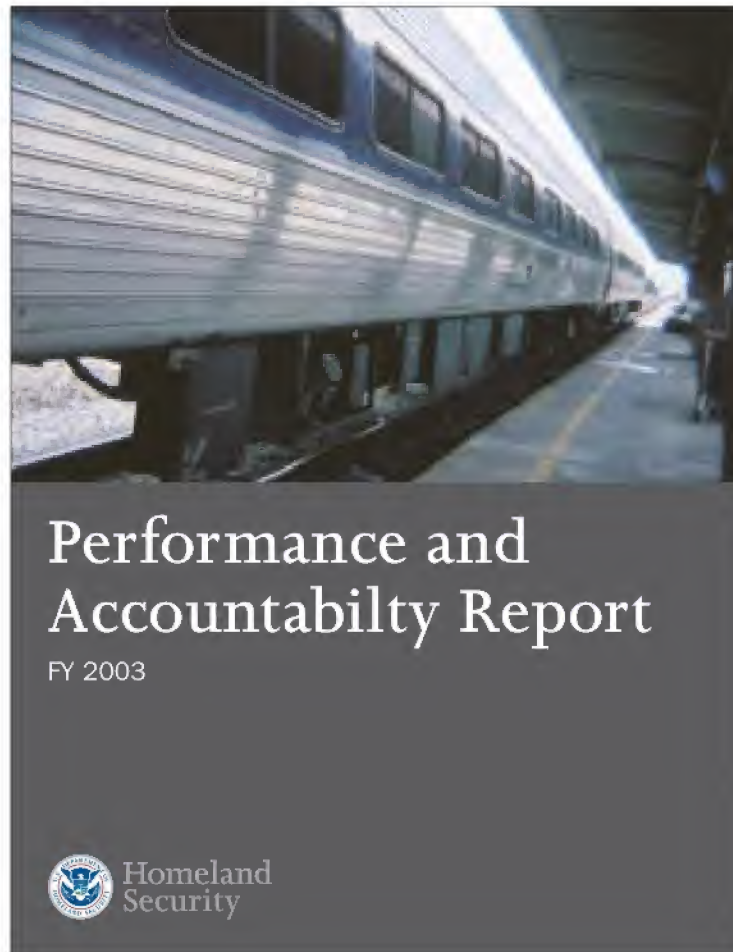
ITC Franklin  
Gothic Book 22pt  
leading 40pt

### Date

Joanna MT Italic 22pt  
leading 40pt

### Signature

seal 3/4"



## Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid for one-color application.

### Information Panel

DHS Blue (PMS 2955)

### Primary Message

Joanna MT  
Semibold 58pt  
leading 58pt

### Secondary Message

ITC Franklin  
Gothic Book 22pt  
leading 40pt

### Date

Joanna MT Italic 22pt  
leading 40pt

### Signature

seal 3/4"



## Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

### Image Panel

DHS Gray  
(PMS Cool Gray 6)

### Information Panel

DHS Blue (PMS 2955)

### Primary Message

Joanna MT  
Semibold 58pt  
leading 58pt

### Secondary Message

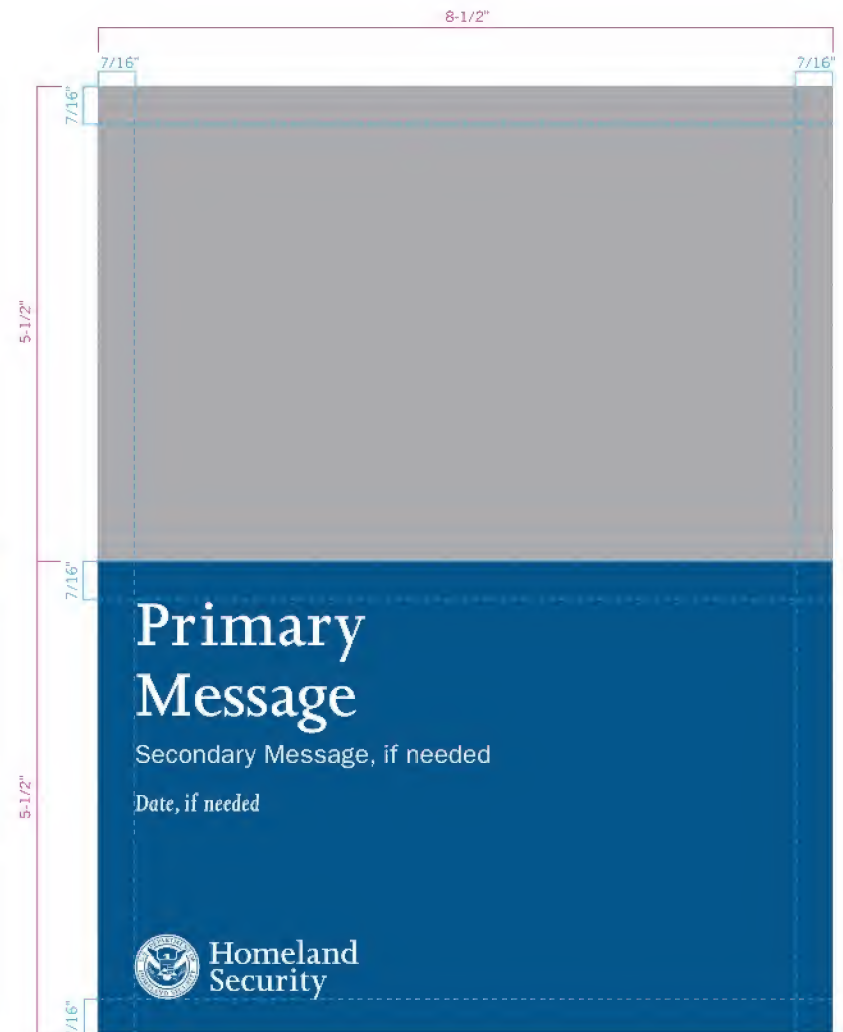
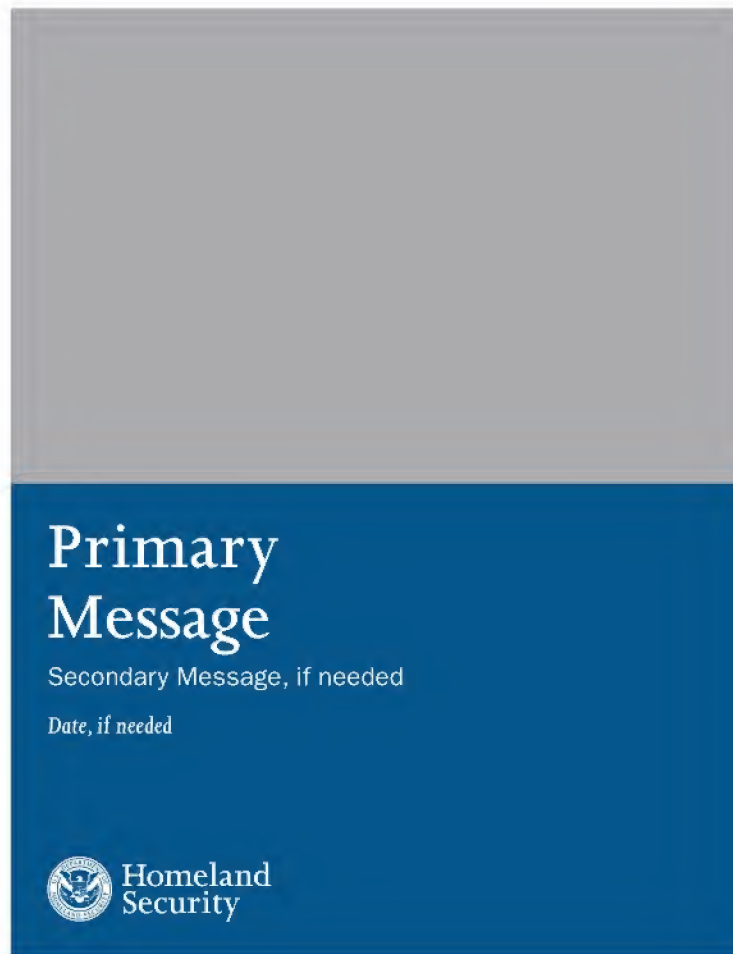
ITC Franklin  
Gothic Book 22pt  
leading 40pt

### Date

Joanna MT Italic 22pt  
leading 40pt

### Signature

seal 3/4"



## Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

### Information Panel

DHS Light Blue  
(PMS 307)

### Primary Message

Joanna MT  
Semibold 58pt  
leading 58pt

### Secondary Message

ITC Franklin  
Gothic Book 22pt  
leading 40pt

### Date

Joanna MT Italic 22pt  
leading 40pt

### Signature

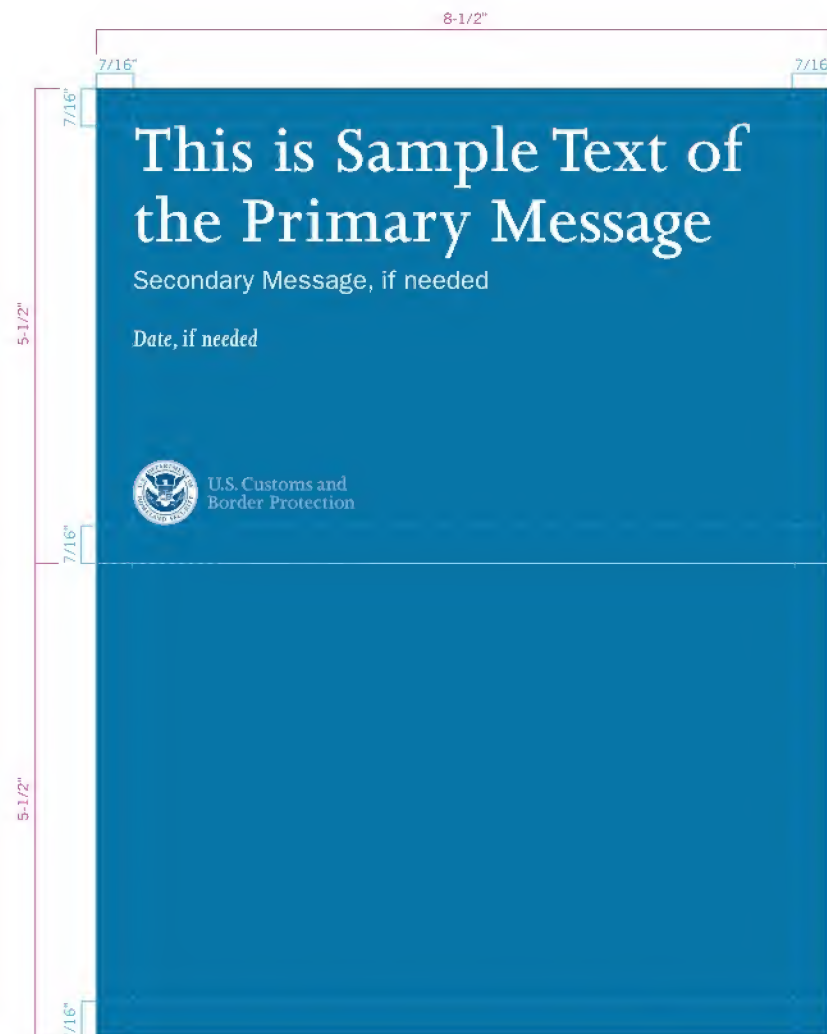
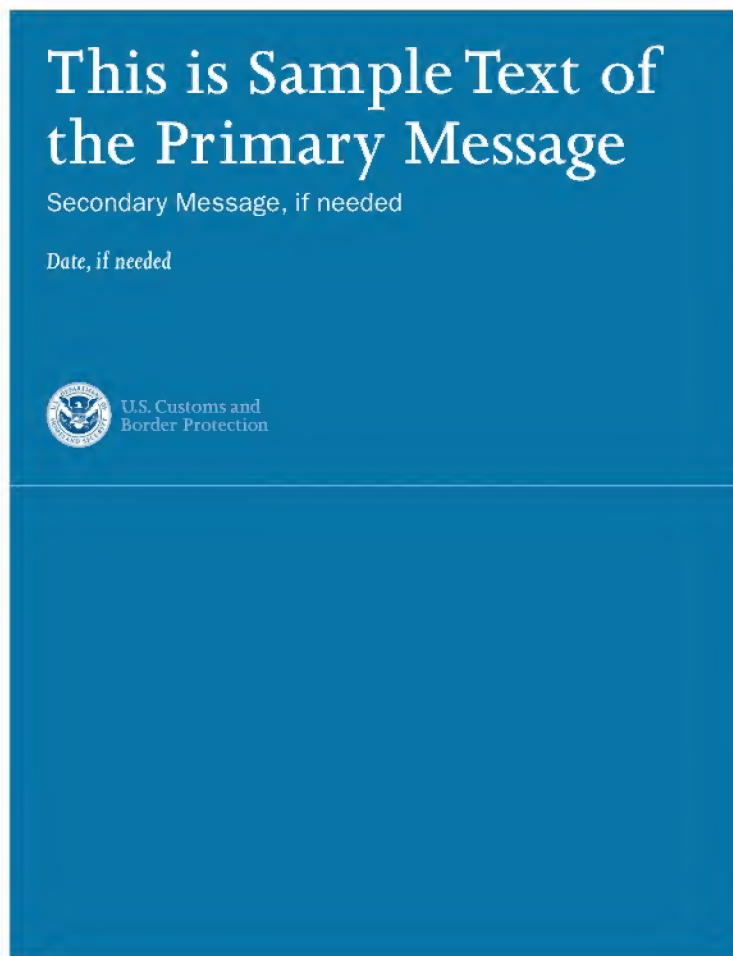
seal 3/4"

### Divider Rule

DHS White

### Image Panel

DHS Light Blue  
(PMS 307)





## Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

### Information Panel

DHS White

### Primary Message

Joanna MT  
Semibold 58pt  
leading 58pt

### Secondary Message

ITC Franklin  
Gothic Book 22pt  
leading 40pt

### Date

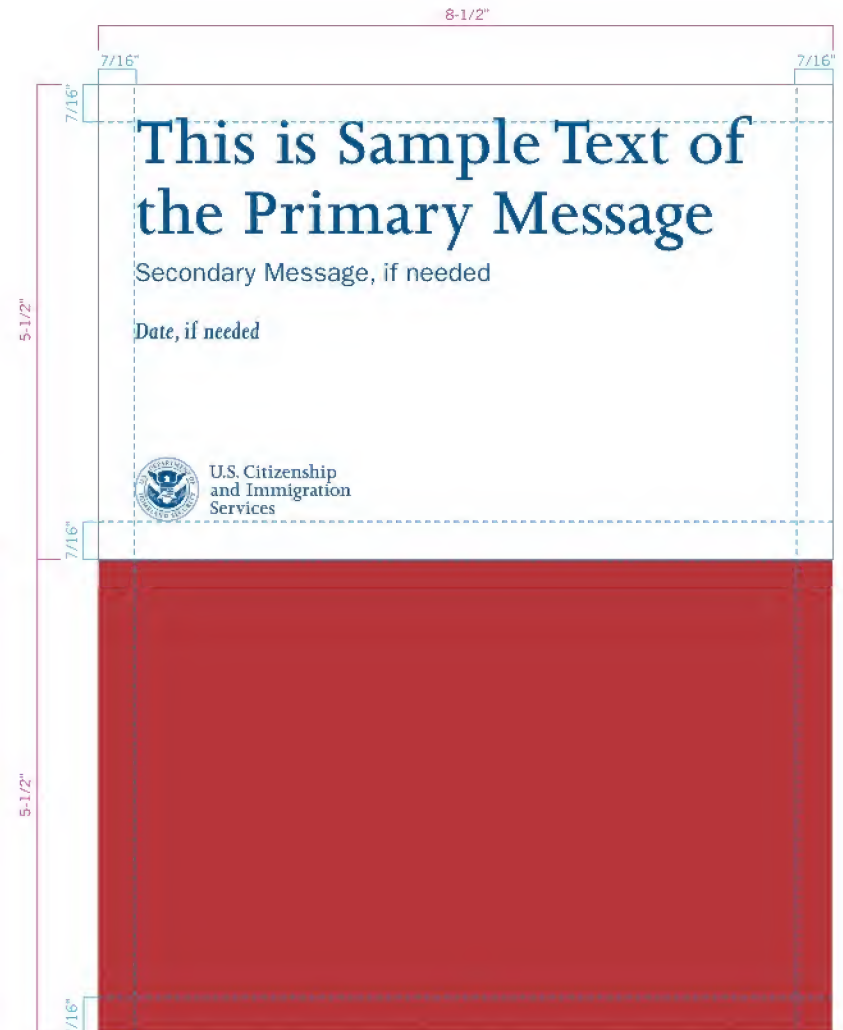
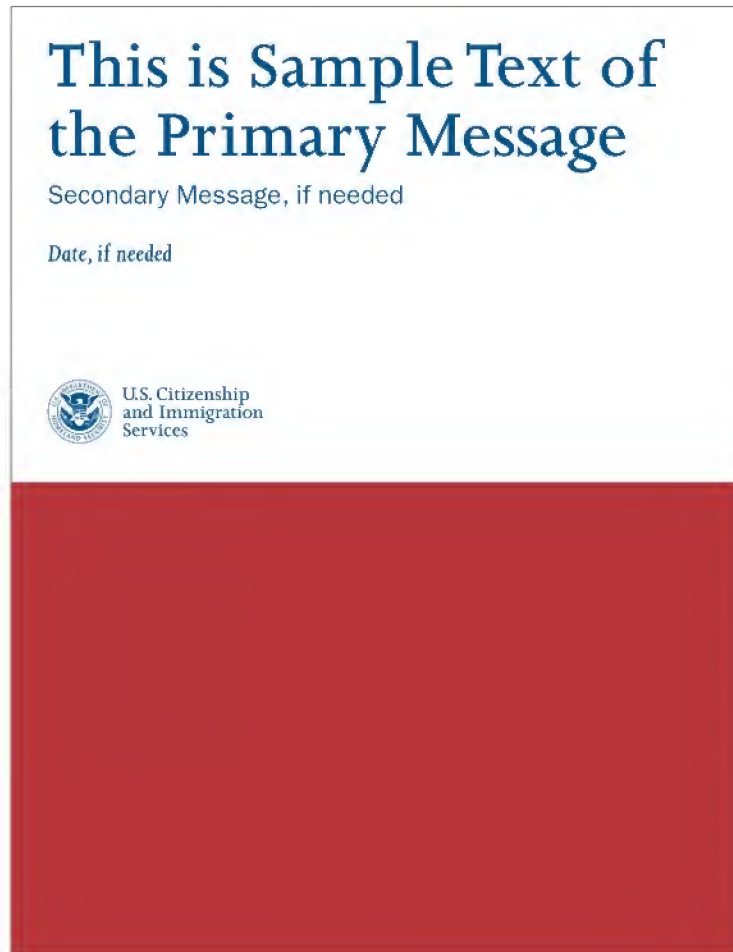
Joanna MT Italic 22pt  
leading 40pt

### Signature

seal 3/4"

### Image Panel

DHS Red  
(PMS 187)



## Grid Example 8.5" x 11"

Example of an 8.5" x 11" 4-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

### Information Panel

DHS White

### Primary Message

Joanna MT  
Semibold 58pt  
leading 58pt

### Secondary Message

ITC Franklin  
Gothic Book 22pt  
leading 40pt

### Date

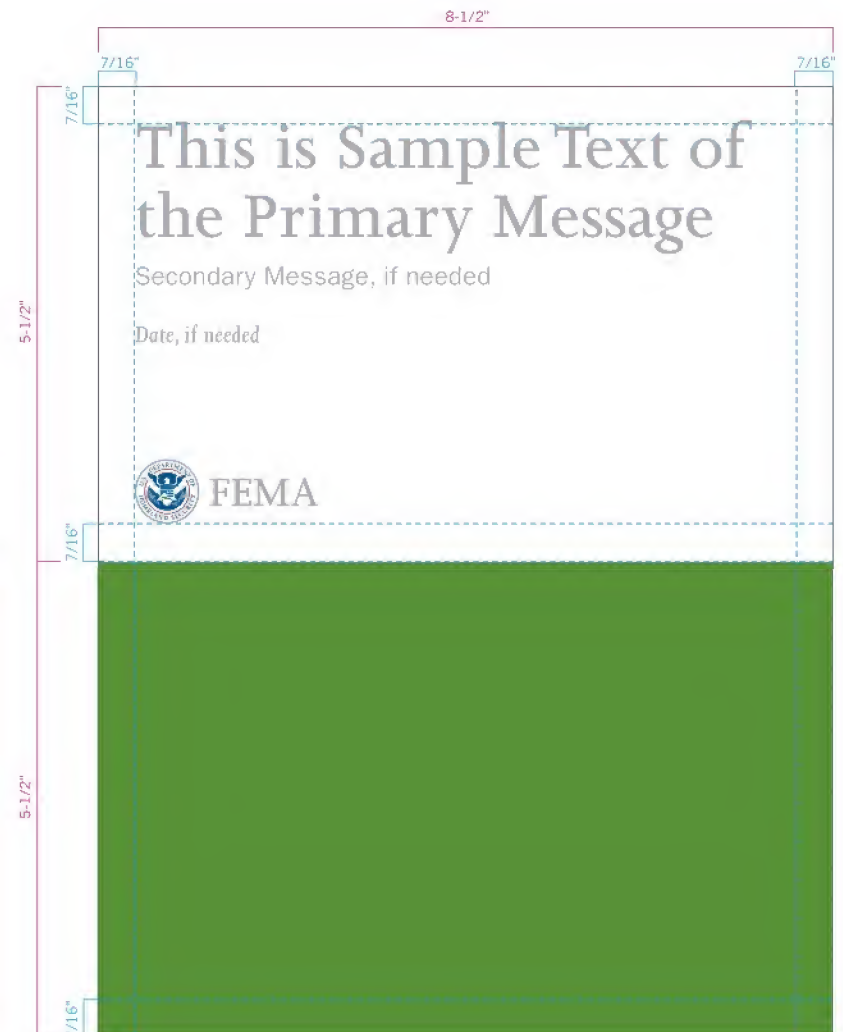
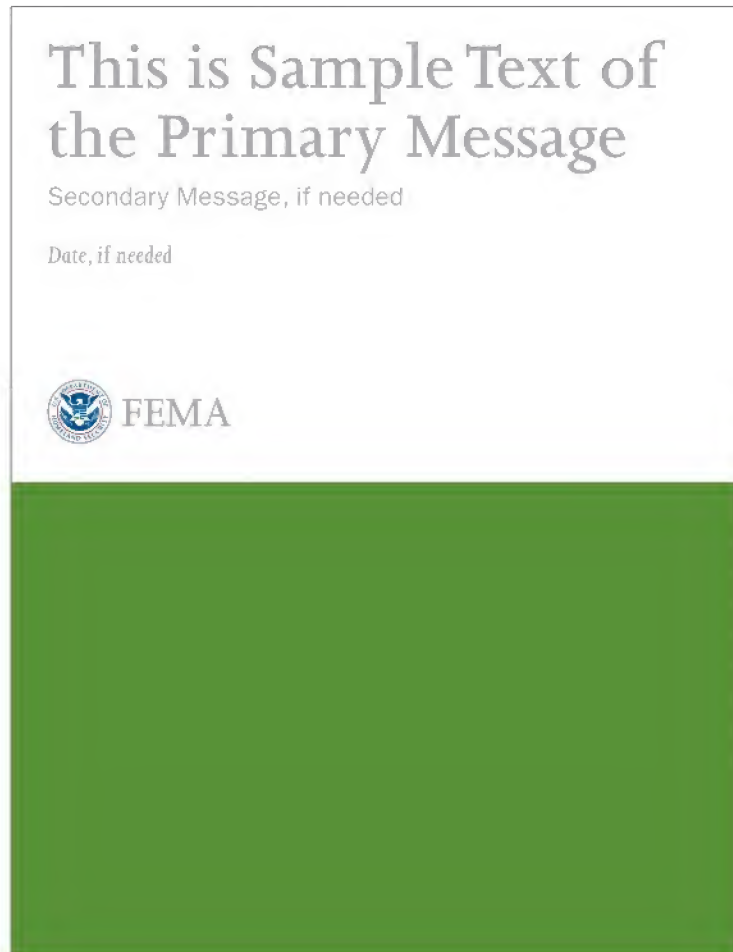
Joanna MT Italic 22pt  
leading 40pt

### Signature

seal 3/4"

### Image Panel

DHS Green  
(PMS 370)





## Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

### Image Panel

DHS Light Blue  
(PMS 307)

### Information Panel

DHS Light Blue  
(PMS 307)

### Primary Message

Joanna MT  
Semibold 58pt  
leading 58pt

### Secondary Message

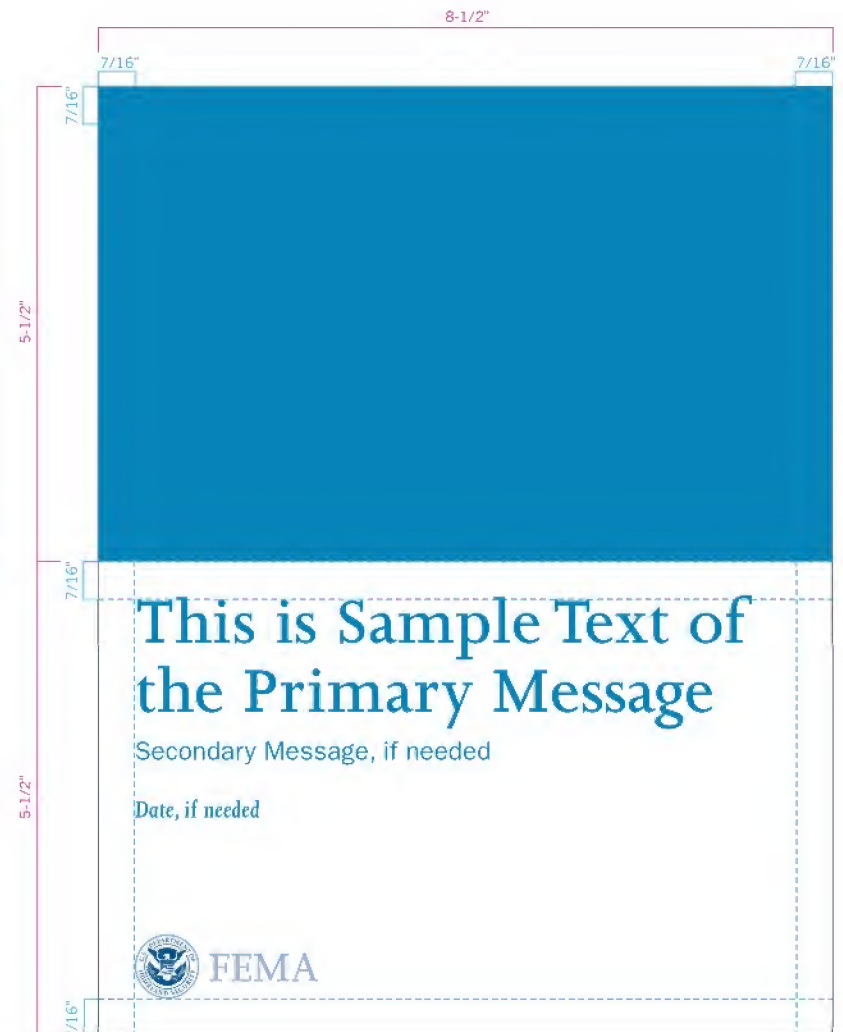
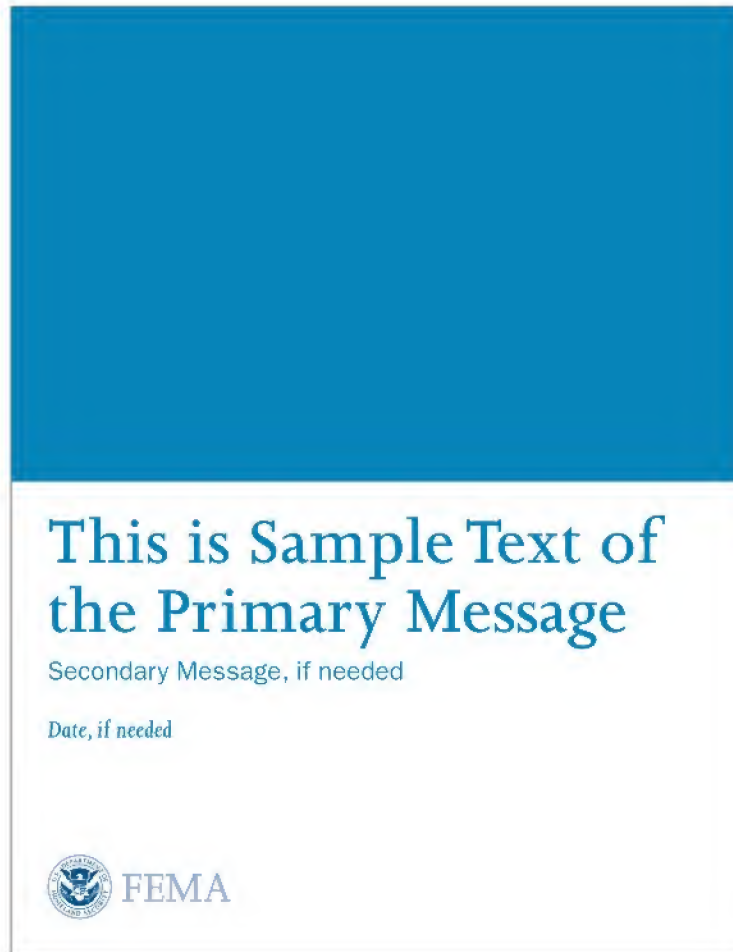
ITC Franklin  
Gothic Book 22pt  
leading 40pt

### Date

Joanna MT Italic 22pt  
leading 40pt

### Signature

seal 3/4"



## Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid with image panel appearing on top.

### Information Panel

DHS Dark Gray  
(PMS Cool Gray 11)

### Primary Message

Joanna MT  
Semibold 58pt  
leading 58pt

### Secondary Message

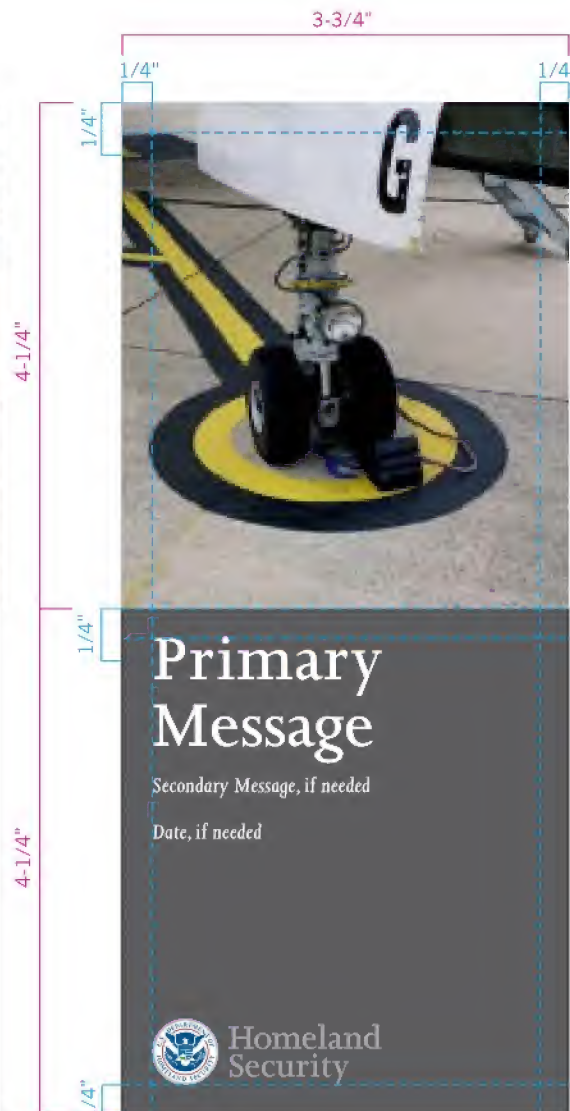
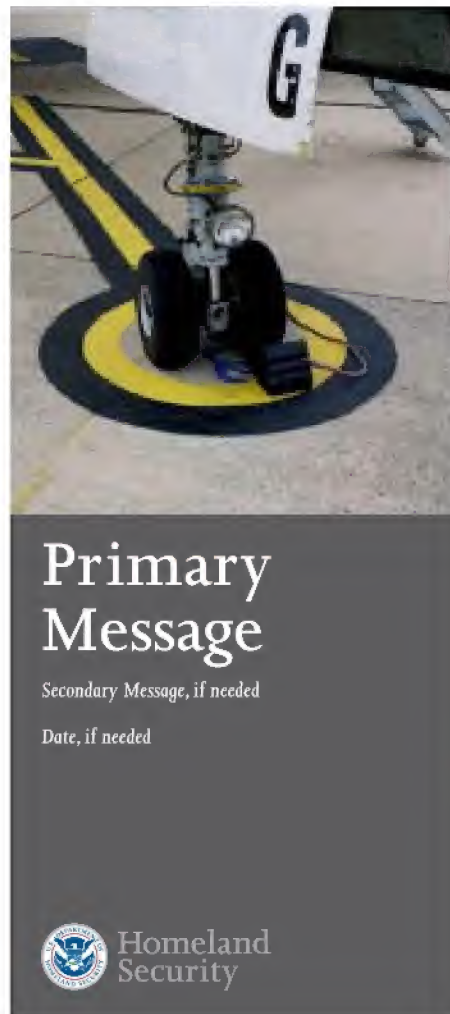
ITC Franklin  
Gothic Book 22pt  
leading 40pt

### Date

Joanna MT Italic 22pt  
leading 40pt

### Signature

seal 9/16"



## Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid with image panel appearing on bottom.

### Information Panel

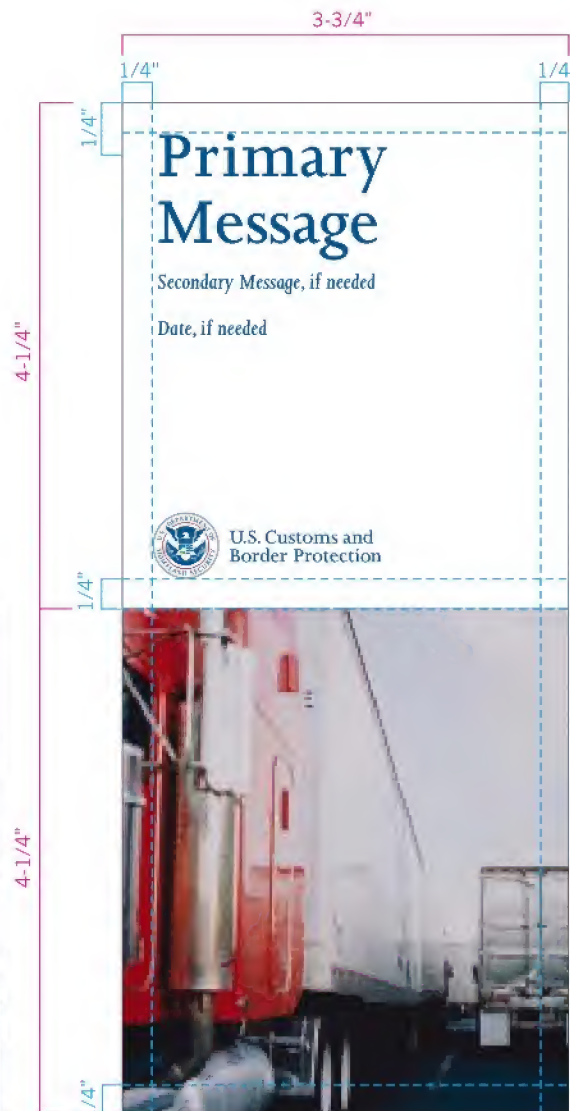
DHS White

**Primary Message**  
Joanna MT  
Semibold 58pt  
leading 58pt

**Secondary Message**  
ITC Franklin  
Gothic Book 22pt  
leading 40pt

**Date**  
Joanna MT Italic 22pt  
leading 40pt

**Signature**  
seal 9/16"



## Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid two-color application.

### Image Panel

DHS Gray  
(PMS Cool Gray 6)

### Information Panel

DHS Blue (PMS 2955)

### Primary Message

Joanna MT  
Semibold 58pt  
leading 58pt

### Secondary Message

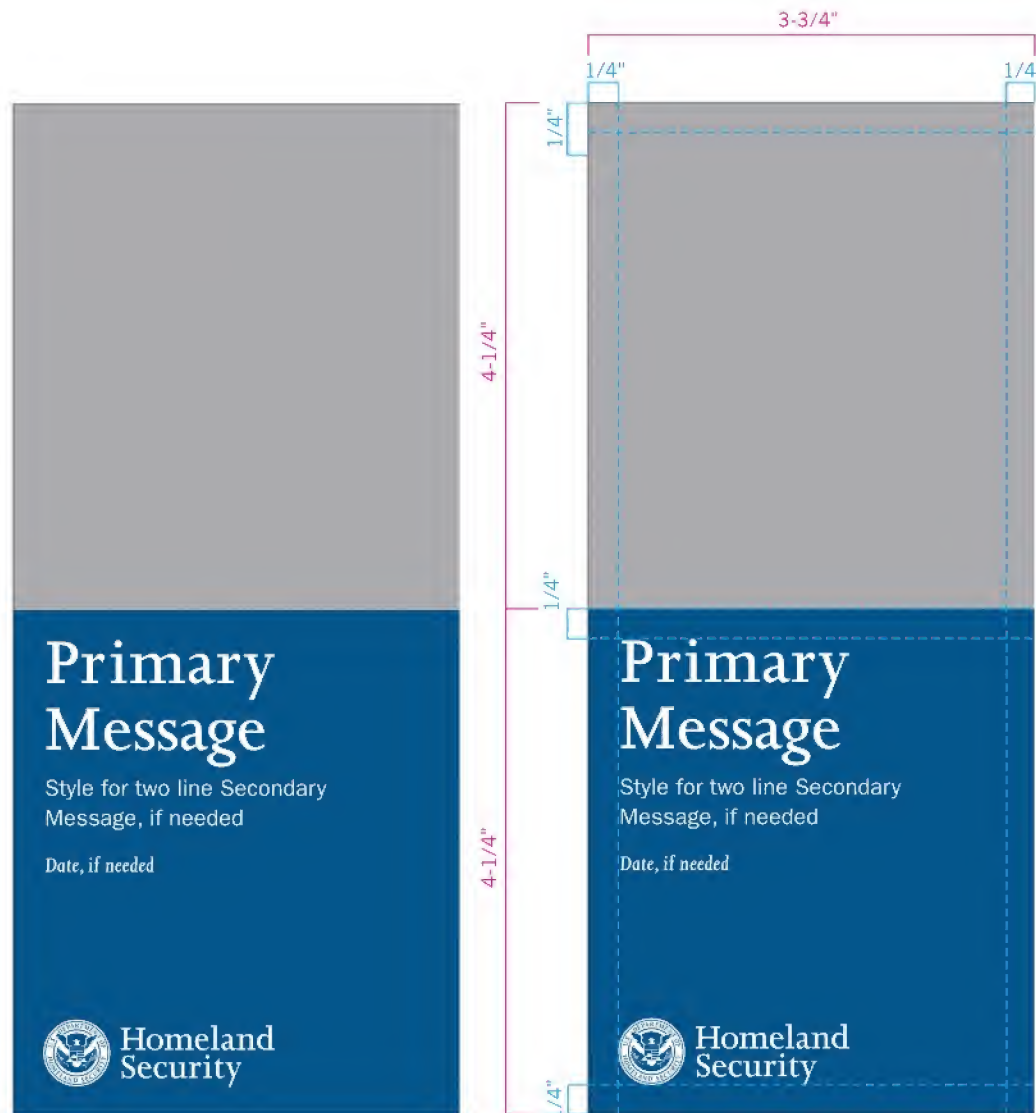
ITC Franklin  
Gothic Book 22pt  
leading 40pt

### Date

Joanna MT Italic 22pt  
leading 40pt

### Signature

seal 9/16"



## Grid Example 5.5" x 8.5"

Example of a 5.5" x 8.5" grid one-color application.

### Image Panel

DHS White

### Information Panel

DHS Blue (PMS 2955)

### Primary Message

Joanna MT  
Semibold 58pt  
leading 58pt

### Secondary Message

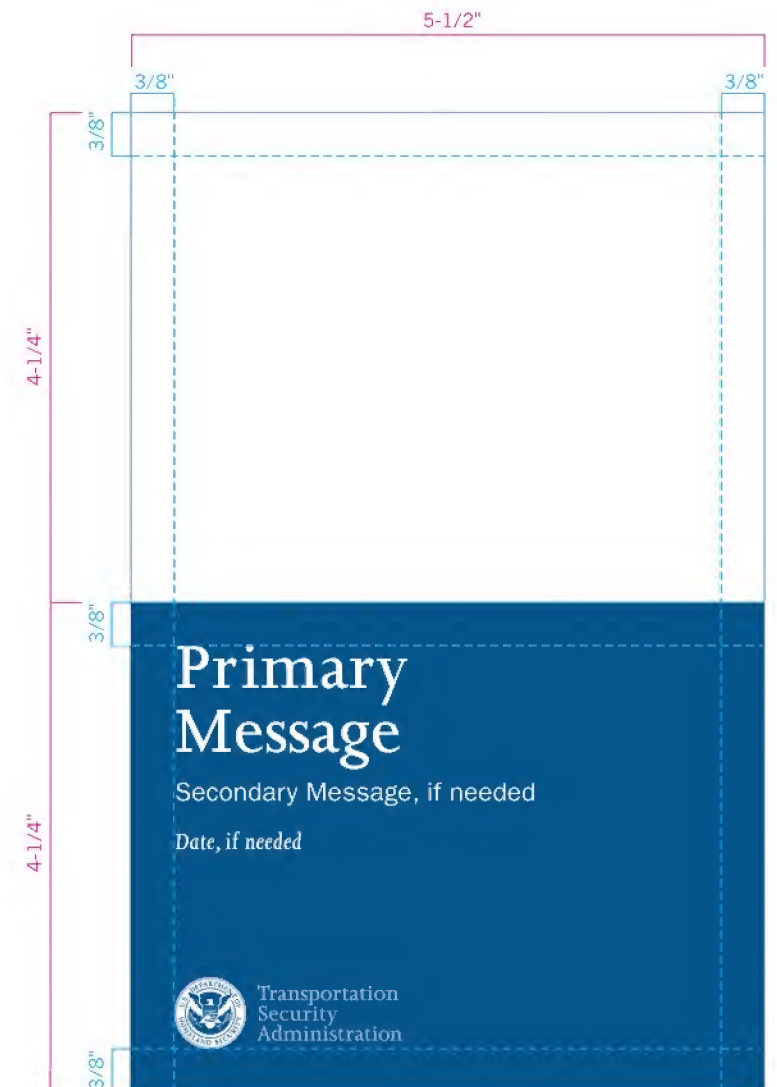
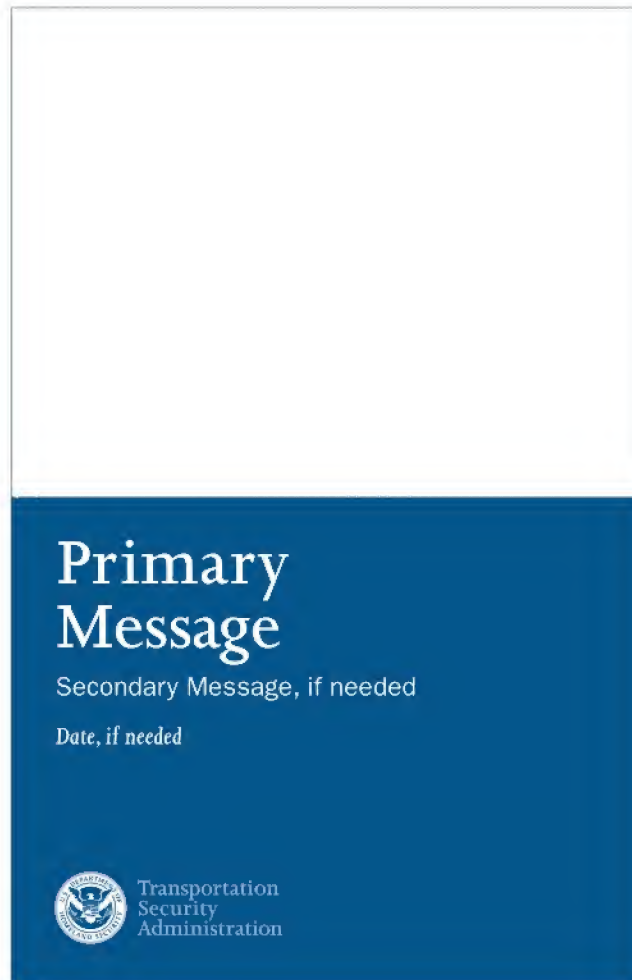
ITC Franklin  
Gothic Book 22pt  
leading 40pt

### Date

Joanna MT Italic 22pt  
leading 40pt

### Signature

seal 5/8"





# Grid Example 8.5" x 11" — Brochure Interior Spread

Example of an interior spread for an 8.5" x 11" brochure.

## Caption — Quote

Joanna MT Italic 11pt  
leading 13pt

## Caption — Attribute

Joanna MT Regular 11pt  
leading 13pt

## Caption — Remarks...

Joanna MT Regular 8pt  
leading 9.5pt

## Copy

Joanna MT Regular 11pt  
leading 13pt  
Single line space  
between paragraphs

## Page Header

Joanna MT  
Semibold 36pt  
leading 40pt

## Page Subhead

Joanna MT  
Regular 20pt  
leading 36pt

## Date

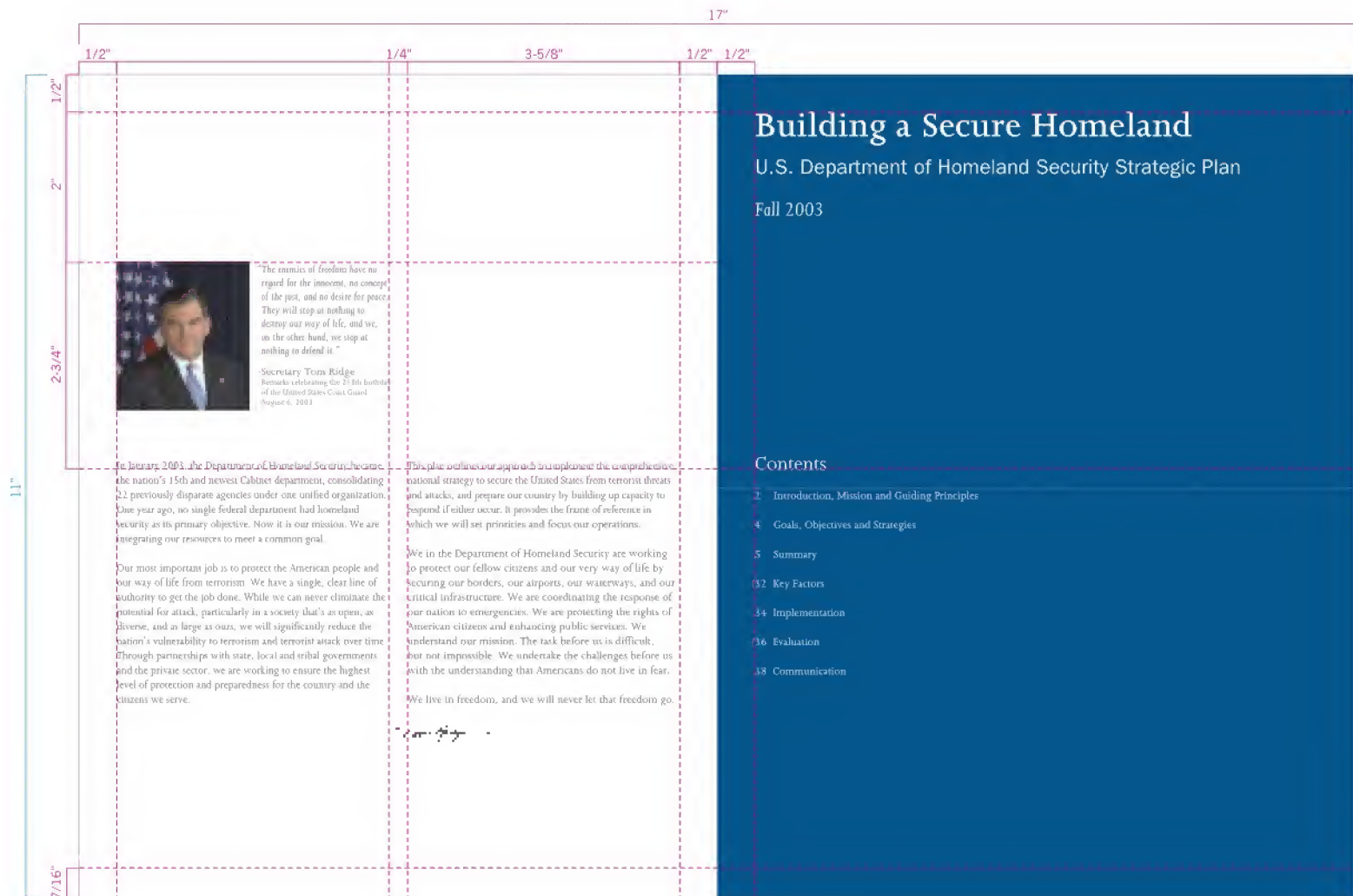
Joanna MT Italic 20pt  
leading 40pt

## Contents

Joanna MT  
Semibold 20pt  
leading 28pt

## Contents Listings

Joanna MT  
Regular 11pt  
leading 28pt





# Grid Example 8.5" x 11" — Brochure Interior Spread

Example of an interior spread for an 8.5" x 11" brochure.

## Page Header

Joanna MT  
Semibold 36pt  
leading 40pt

## Page Subhead

Joanna MT  
Regular 20pt  
leading 36pt

## Copy Header

Joanna MT  
Regular 20pt  
leading 24pt

## Copy

Joanna MT  
Regular 11pt  
leading 13pt



# Grid Example 8.5" x 11" — Brochure Interior Spread

## Sample Text Page 1.0

Example of an interior spread for an 8.5" x 11" brochure, using 2-column grids.

### Page Header

Joanna MT  
Semibold 36pt  
leading 40pt

### Page Subhead

Joanna MT  
Regular 20pt  
leading 36pt

### Callout

Joanna MT  
Regular 14pt  
leading 20pt

### Copy Subhead

Joanna MT  
Regular 11pt  
leading 13pt

### Copy

Joanna MT  
Regular 11pt  
leading 13pt

### Caption — Quote

Joanna MT Italic 11pt  
leading 13pt

### Caption — Attribute

Joanna MT Regular 11pt  
leading 13pt

### Caption — Remarks...

Joanna MT Regular 8pt  
leading 9.5pt

17"																																															
1/2"		3-5/8"			1/4"		3-5/8"			1/4"		3-5/8"		1/2"																																	
<h1>Prevent Terrorist Attacks Within the United States</h1> <h2>Strategic Goal 1</h2> <p>Preventing and interdicting terrorist activity within the United States, whether international or domestic in origin, is the number one priority of the Department. Collectively we will assess, qualify, provide early warning and take preemptive action against potential terrorist threats. Coordination, communication, and strong partnerships between the Department and other federal, state, local and tribal law enforcement organizations are critical to our success. Working closely with international partners and using all legal means — both traditional and nontraditional — we will identify and halt potential terrorists.</p>												<p>"The continuing threat of terrorism, the threat of mass murder, terrorism, and will be met with a unified, effective response."</p> <p>President George W. Bush Remarks at the signing of H.R. 5051, the Homeland Security Act of 2002 November 15, 2002</p>																																			
<h3>1.1 Secure the borders against terrorists, unauthorized immigrants, and other illegal activity.</h3> <p>We will manage our borders to interdict terrorist activities by targeting unlawful migration of people, cargo, drugs and other contraband, while facilitating legitimate migration and commerce. DHS will enforce border security at ports of entry, on the borders, and even before potential threats can reach our borders. Through the continued deployment of the appropriate balance of personnel, equipment and technology we will create "smart borders." Not only will we create more secure United States borders but, in conjunction with international partners we will extend our zones of security beyond our physical borders. Identifying, pronouncing, and interdicting threats to our nation beyond our physical borders are highly effective ways to detect potentially hazardous cargo and deny entry to people before they arrive. Making our border security effective, smarter, and stronger significantly reduces the potential of terrorist threats entering our nation.</p>												<h3>1.2 Strategies</h3> <ul style="list-style-type: none"><li>Strengthen and integrate security at and between the ports of entry.</li><li>Expand border control beyond our geographical borders through increased awareness within the maritime, air and land approaches to the United States.</li><li>Implement a nationwide system for managing entry to and exit from the United States using biometrics and advanced technology.</li><li>Build a unified, cohesive enforcement capability.</li><li>Identify and interdict sources of support for weapons of mass destruction and other instruments of terror targeted at the United States.</li><li>Increase the security of international shipping modes and methods, and of trade goods destined for the United States.</li><li>Reduce the flow of illicit drugs and contraband into and out of the United States.</li><li>Deny undocumented aliens from entering the United States.</li><li>Expand and integrate industry partnership programs to engage the trade and financial communities and otherwise enlist the private sector in the fight against terrorism.</li><li>Establish customs fraud strategies to detect illegal entry through fraudulent means.</li><li>Reduce the threat of agricultural pests and diseases entering the United States via legal commerce, smuggling and non-compliance cargo.</li><li>Coordinate efforts to sever connections between illegal drug trafficking and terrorism.</li><li>Implement the Student and Exchange Visitor Program to permit entry of only eligible students and exchange visitors, and allow for monitoring them while they are in the U.S.</li></ul>												<h3>1.3 Coordinate national and international relations to prepare for and prevent terrorism.</h3> <p>We will effectively coordinate and communicate with other federal, state, local, and tribal governments, the private sector, and the American people. Increasing and coordinating information sharing between law enforcement, intelligence, and military organizations will improve our ability to counter terrorists everywhere. We will coordinate training and education across multiple levels both national and international ensuring common standards and approaches to recognizing key indicators of future terrorist actions.</p>												<h3>1.4 Strategies</h3> <ul style="list-style-type: none"><li>Assess the Departments of Defense and Department of State to meet the goals and objectives of the National Security and National Military Strategies.</li><li>Proactively conduct and coordinate "prevent and disrupt" law enforcement operations through the Department's Joint Terrorism Task Force, particularly with the FBI.</li><li>Involve state, local, and tribal governments and the private sector in actions to prevent terrorism and reduce the consequences of terrorist attacks.</li><li>Establish common preparedness standards and foster inter-agency coordination across all levels of government.</li><li>Expand existing weapons of mass destruction, first response, and other nationwide initiatives.</li><li>Promote interagency coordination and cooperation in support of international resident and advisor programs.</li><li>Implement a National Training Plan that strategically supports DHS missions and goals and incorporates a comprehensive approach to train state, local, and private sector partners in core competencies.</li></ul>											
5-1/4"																																															
11"																																															
7/16"																																															

## Grid Example 8.5" x 11" — Brochure Interior Spread

Sample Text Page 2.0

Example of an interior spread for an 8.5" x 11" brochure, using 3- and 4-column grids.

Page Header

Joanna MT  
Semibold 36pt  
leading 40pt

## Page Subhead

Joanna MT  
Regular 20pt  
leading 36pt

### Callout

Joanna MT  
Regular 14pt  
leading 20pt

**Copy Subhead**

Joanna MT  
Regular 11pt  
leading 13pt

## Copy

Joanna MT  
Regular 11pt  
leading 13pt

**Caption — Quote**

Joanna MT Italic 11pt  
leading 13pt

**Caption — Attribute**

Joanna MT Regular 11pt  
leading 13pt

## Caption — Remarks...

Joanna MT Regular 8pt  
leading 9.5pt

17"

1/2" 1-11/16" 1/4" 1-11/16" 1/4" 3-5/8" 1/2" 1/2" 1-11/16" 1/4" 1-11/16" 1/4" 1-11/16" 1/4" 1-11/16"

# Prevent Terrorist Attacks Within the United States

## Strategic Goal 1

Preventing and interdicting terrorist activity within the United States, whether international or domestic in origin, is the number one priority of the Department. Collectively we will assess, qualify, provide early warning and take preemptive action against potential terrorist threats. Coordination, communication, and strong partnerships between the Department and other federal, state, local and tribal law enforcement organizations are critical to our success. Working closely with international partners and using all legal means — both traditional and nontraditional — we will identify and halt potential terrorists.

1.1 Secure the borders against terrorists, means of terrorism, and other illegal activity.

We will manage our borders to interdict terrorist activities by targeting unlawful migration of people, cargo, drugs and other contraband, while facilitating legitimate migration and commerce. DHS will enforce border security at ports of entry on the borders, and even before potential threats can reach our borders. Through the continued deployment of the appropriate balance of personnel, equipment and technology we will create "smart borders". Not only will we create more secure United States borders but, in conjunction with international partners we will extend our zones of security beyond our physical borders. Identifying, prioritizing, and interdicting threats to our nation beyond our physical borders are

### 1.1 Strategies

- Strengthen and integrate security at and between the ports of entry.
- Expand border control beyond our geographical borders through increased awareness within the maritime, air and land approaches to the United States.
- Implement a nationwide system for managing entry to and exit from the United States using biometrics and advanced technology.
- Build a unified, cohesive enforcement capability.
- Identify and interdict sources of support for weapons of mass destruction and other instruments of terror targeted at the United States.

1.2 Coordinate national and international actions to prepare for and prevent terrorism.

- We will effectively coordinate and communicate with other federal, state, local, and tribal governments, the private sector, and the American people. Increasing and coordinating information sharing between law enforcement, intelligence, and military organizations will improve our ability to counter terrorists everywhere. We will coordinate training and education across multiple levels both national and international ensuring common standards and approaches to recognizing key indicators of future terrorist actions.
- 1.2 Strategies
- Assist the Department of Defense and Department of State in meet the goals and objectives of the National Security and National Military Strategies.
- Proactively conduct and coordinate "prevent and disrupt" law enforcement operations through the Department's Joint Terrorism Task Force, particularly with the FBI.
- Involve state, local, and tribal governments and the private sector in actions to prevent terrorism and reduce the consequences of terrorist attacks.
- Establish common preparedness standards and foster inter-agency coordination across all levels of government.
- Expand existing weapons of mass destruction, first response, and other nationwide initiatives.
- Promote interagency coordination and cooperation in support of international resident and advisor programs.

1.3 Secure the borders against terrorists, means of terrorism, and other illegal activity.

We will manage our borders to interdict terrorist activities by targeting unlawful migration of people, cargo, drugs and other contraband, while facilitating legitimate migration and commerce. DHS will enforce border security at ports of entry on the borders, and even before potential threats can reach our borders. Through the continued deployment of the appropriate balance of personnel, equipment and technology we will create "smart borders". Not only will we create more secure United States borders but, in conjunction with international partners we will extend our zones of security beyond our physical borders. Identifying, prioritizing, and interdicting threats to our nation beyond our physical borders are

### 1.3 Strategies

- Strengthen and integrate security at and between the ports of entry.
- Expand border control beyond our geographical borders through increased awareness within the maritime, air and land approaches to the United States.
- Implement a nationwide system for managing entry to and exit from the United States using biometrics and advanced technology.
- Build a unified, cohesive enforcement capability.
- Identify and interdict sources of support for weapons of mass destruction and other instruments of terror targeted at the United States.

### 1.2 Strategies

- Assist the Department of Defense and Department of State in meet the goals and objectives of the National Security and National Military Strategies.
- Proactively conduct and coordinate "prevent and disrupt" law enforcement operations through the Department's Joint Terrorism Task Force, particularly with the FBI.
- Involve state, local, and tribal governments and the private sector in actions to prevent terrorism and reduce the consequences of terrorist attacks.
- Establish common preparedness standards and foster inter-agency coordination across all levels of government.

"The continuing threat of terrorism, the threat of mass murder, and the threat of nuclear terrorism, and will be met with a unified, effective response."

President George W. Bush Remarks at the Signing of H.R. 3605 and Homeland Security Act of 2002 November 25, 2002

- Expand existing weapons of mass destruction, first response, and other nationwide initiatives.
- Promote interagency coordination and cooperation in support of international resident and advisor programs.
- Implement a National Training Plan that strategically supports DHS missions and goals and incorporates a comprehensive approach to train state, local, and private sector partners in core competencies.

5-1/4"

1/16"



### Grid Example 8.5" x 11" — Brochure Interior Spread

Example of an interior spread for an 8.5" x 11" brochure.

### Copy Subhead

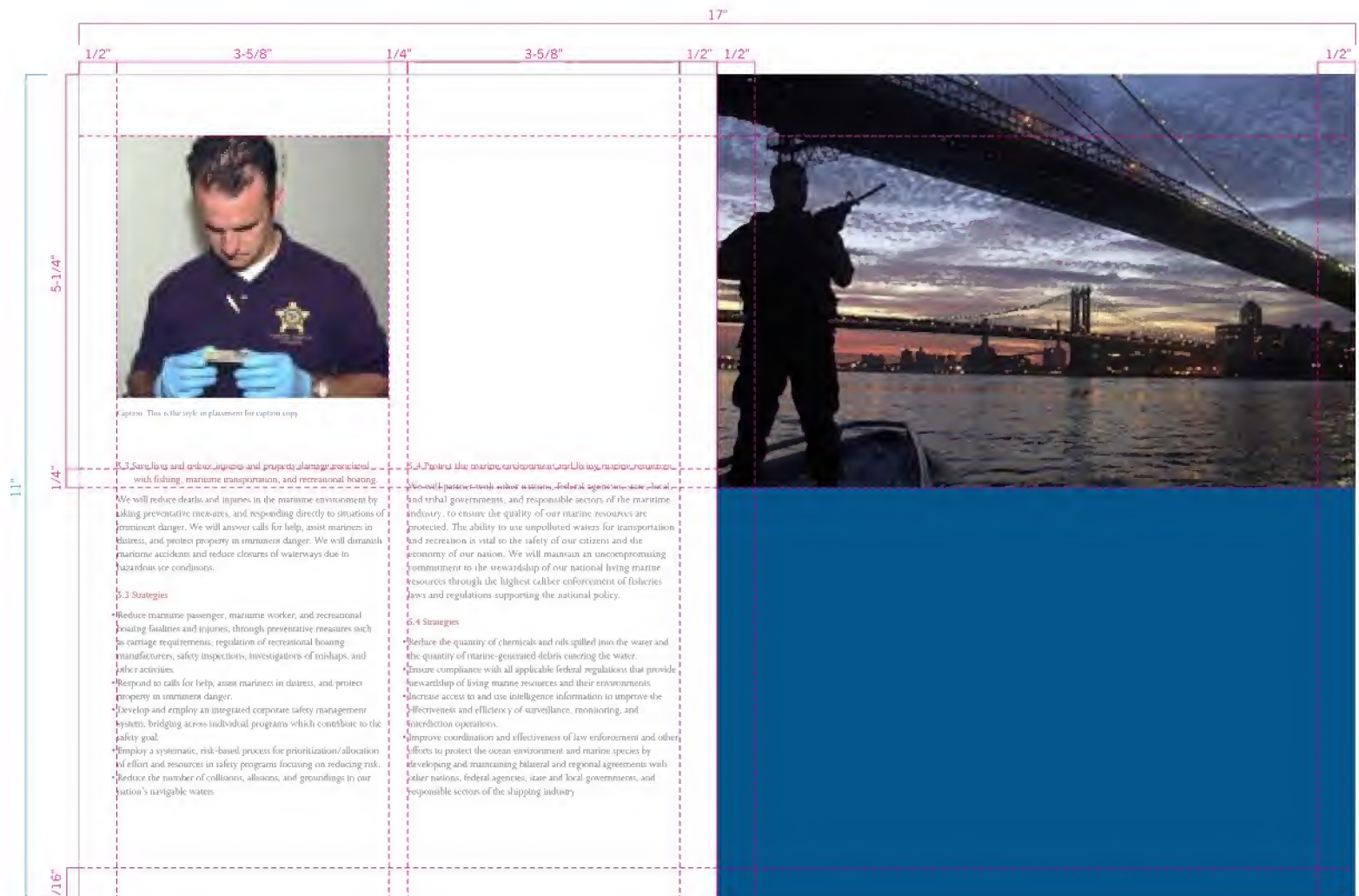
Joanna MT  
Regular 11pt  
leading 13pt

Copy

Joanna MT  
Regular 11pt  
leading 13pt

### Photo Caption

Joanna MT Italic 8pt  
leading 9.5pt



### Grid Example 11" x 17" — Newsletter Cover

Example of an 11" x 17" newsletter cover.

**BLUE BANNER**

Volume 39...

Joanna MT  
Semibold Italic 15pt

## TITLE SECTION

**Signature**

seal sized 7/8"

## Today

Joanna MT

Semibold 169.5pt

### TINTED PANEL

## Heads

Joanna MT

Semibold Italic 20pt  
leading 25pt

space after 36pt

## Body

Joanna MT

Regular 11pt in  
preferred color

DHS Dark Gray

leading 15pt

## In This Issue

Joanna MT

Semibold Italic 20pt  
leading 25pt

space after 36pt

### Contents Type

ITC Franklin

Gothic Book 11pt  
leading 15pt

## FEATURE STORY

## Headline

ITC Franklin

Gothic Demi 23pt  
leading 23pt

### Subhead or Byline

Joanna MT

Semibold Italic 15pt in preferred color

DHS Dark Gray

leading 30pt

## Body

Joanna MT

Regular 11pt in  
preferred color

DHS Dark Gray

leading 15pt

8-1

In This Issue: March 2003

Agriculture's Now Planted in the Field Operations, That Is)	2
Legal Tackle Entries: A Way to Save a few Bucks?	3
Providing a Link Between Information Technology and Field Operations	4
If It Sounds Too Good to Be True... Probably Is	5
Third Annual Trade Symposium	6



# Grid Example 11" x 17" — Newsletter Interior Spread

Example of an 11" x 17" newsletter interior spread using 4- and 1-column grids.

## Header (left page)

Joanna MT  
Regular 32pt

## Caption

Joanna MT  
Italic 9pt  
leading 10.5pt

## Copy Heads

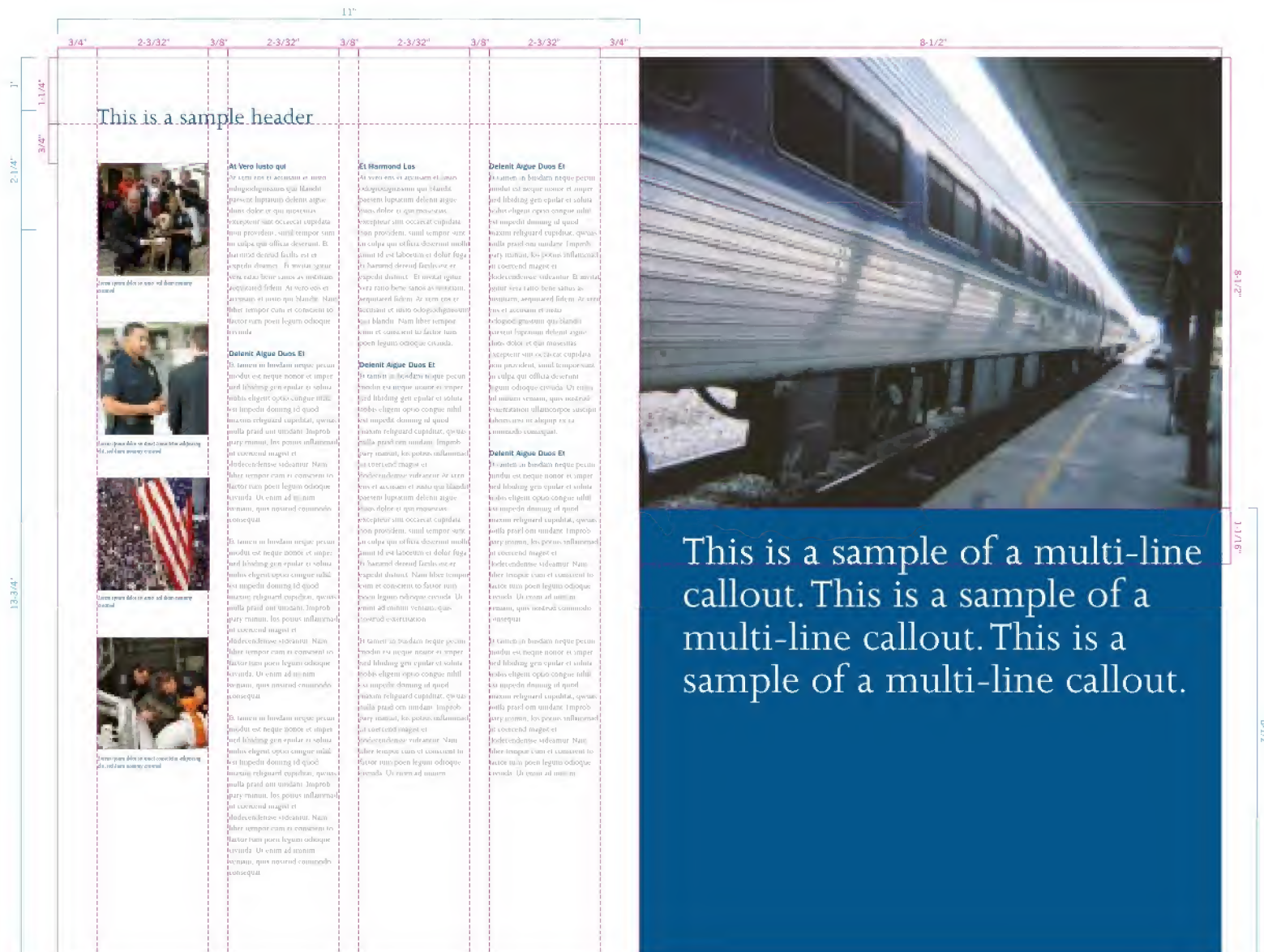
ITC Franklin  
Gothic Medium 11pt  
leading 15pt

## Copy

Joanna MT  
Regular 11pt in  
preferred color  
DHS Dark Gray  
leading 15pt

## Large Callout (right page)

Joanna MT  
Regular 58pt  
leading 58pt





## Grid Example 11" x 17" — Newsletter Interior Spread

Example of an 11" x 17" newsletter interior spread using 2- and 3-column grids.

### Copy Header

ITC Franklin  
Gothic Medium 11pt  
in preferred color  
DHS Dark Blue  
leading 15pt

## Copy

Joanna MT  
Regular 11pt  
in preferred color  
DHS Dark Gray  
leading 15pt

**Caption**

Joanna MT  
Italic 9pt  
leading 10.5pt

[illegible]

# Certificate

Example of Department of Homeland Security Certificate of Achievement.

## Signature

Alternate version with  
seal sized 2-5/16"

## Certificate of Achievement

Joanna MT  
Italic 36pt  
leading 34pt

## In recognition...

Joanna MT  
Regular 20pt  
leading 24pt  
space above 16.5

## Person's Name

Joanna MT  
Regular 30pt  
leading 36pt  
Tracked + 40 Illustrator  
+ 08 Quark

## this / day of

Joanna MT  
Regular 20pt  
leading 32pt

## Date

Joanna MT  
Semibold 20pt  
leading 32pt

## Tom Ridge

Joanna MT  
Regular 20pt

11"

2-5/16"



4-7/16"

8-1/2"

1/2"

**Homeland  
Security**

*Certificate of Achievement*

In recognition of your outstanding achievement, receiving the honor of  
Eagle Scout, commendation is presented to

**Person's Name**

this **25<sup>th</sup>** day of **October 2003**

*Tom Ridge*

Tom Ridge, Secretary

# Certificate

Example of Department Endorsed Public Facing Entity Certificate of Achievement.

## **Federal Law Enforcement Training**

Joanna MT  
Italic 50pt  
leading 56pt

## **Signature**

Alternate version with  
seal sized 1-3/4"

## **Person's Name**

Joanna MT  
Regular 30pt  
leading 36pt

## **has been appointed...**

Joanna MT  
Regular 20pt  
leading 24pt  
space above 16.5

## **Honorary Instructor**

Joanna MT  
Regular 36pt  
leading 55pt

## **this / day of**

Joanna MT  
Regular 20pt  
leading 32pt

## **Date**

Joanna MT  
Semibold 20pt  
leading 40pt

## **Director**

Joanna MT  
Regular 12pt  
leading 13pt

11"		
8-1/2"	1-5/16"	<b>Federal Law Enforcement Training Center</b>
	2-1/2"	 1-3/4"
	1-3/16"	<b>Homeland Security</b>
		<b>Person's Name</b>
		has been appointed, in recognition of demonstrated proficiency in the diverse knowledge and skills taught at the Federal Law Enforcement Training Center,
		<b>Honorary Instructor</b>
		this <b>25<sup>th</sup></b> day of <b>October 2003</b>
11/32"		 John Doe, Director Federal Law Enforcement Training Center Glynn, Georgia



# Certificate

Example of Public Facing Entity Certificate of Achievement.

## Signature

Alternate version with  
seal sized 1-15/16"

## This Certificate of Achievement...

Joanna MT  
Regular 20pt  
leading 20pt

## Person's Name

Joanna MT  
Regular 30pt  
leading 44pt  
space above 16pt  
Tracked + 40 Illustrator  
+ 08 Quark

## this / day of

Joanna MT  
Regular 20pt  
leading 32pt

## Date

Joanna MT  
Semibold 20pt  
leading 32pt

## by the Office of...

Joanna MT Regular  
type 20pt  
leading 24pt

## Tom Ridge

Joanna MT  
Regular 20pt

		11"
		1-15/16"
		
		<b>Transportation Security Administration</b>
		This Certificate of Achievement has been awarded to
		<b>Person's Name</b>
		this <b>25<sup>th</sup></b> day of <b>October 2003</b>
		by the Office of Transportation Security Policy in recognition of his/her outstanding support in performing duties toward the fulfillment of the Aviation and Transportation Security Act.
		
		Jane Doe, Assistant Administrator Transportation Security Policy
8-1/2"	3-3/16"	1-1/4"
		1/2"

U.S. Department of Homeland Security  
Seal and Signature Usage Guidelines



Homeland  
Security

# Table of Contents

Introduction	2
Seal and Signature	3
Seal and Signature Variations	4
Clearspace and Minimum Size	5
Primary Color Palette	6
Typography	7
Signature Color Variations	8-9
Background Control	10
Signature Misuses	11
Signature Naming Convention	12
U.S. Department of Homeland Security	
Branding System	13-20
Public Facing Entities – Signature Color Variations	21
U.S. Citizenship and Immigration Services	22-23
U.S. Customs and Border Protection	24-25
FEMA	26-27
U.S. Immigration and Customs Enforcement	28-29
Transportation Security Administration	30-31
Signature Naming Convention	32



# Introduction

The seal and signature of the U.S. Department of Homeland Security were created to embody our mission and values.

As the public representation of our department, it must be reproduced with care and precision. Consistent reproduction across all types of applications—print materials, presentations, advertisements, websites, signage and even stationery—will reinforce our mission and result in a greater awareness of the Department of Homeland Security.

This manual explains the elements of the seal, the signature and the basic specifications for reproduction, including color specifications and size requirements. Examples of distortions and misuses to avoid have also been included. Please make use of these guidelines and the approved digital artwork when reproducing the Homeland Security seal and signature.

Any questions regarding the use or application of the Homeland Security seal and signature should be directed to:

Office of Public Affairs  
U.S. Department of Homeland Security  
202 282 8013 tel

# Seal and Signature

The Homeland Security signature is made up of two elements—the seal and the wordmark.

## **The Seal:**

A graphically styled white American eagle appears in a circular blue field. The eagle's outstretched wings break through an inner red ring into an outer white ring that contains a circular placement of the words "U.S. DEPARTMENT OF" in the top half and "HOMELAND SECURITY" in the bottom half. The outer white ring has a silvery gray border. As in The Great Seal, the eagle's left claw holds an olive branch with 13 leaves and 13 seeds while the right claw grasps 13 arrows.

Centered on the eagle's breast is a shield divided into three sections containing elements that represent the homeland "from sea to shining sea." The top element, a dark blue sky, contains 22 stars representing

the original 22 agencies and bureaus that have come together to form the department. The left shield element contains white mountains behind a green plain underneath a light blue sky. The right shield element contains four wave shapes representing the oceans, lakes and waterways alternating light and dark blue separated by white lines.

## **The Wordmark:**

The words "Homeland Security" are placed to the right of the seal and set in upper- and lowercase letters. The words have been set in the Monotype version of the font Joanna. Each letter has been carefully drawn and placed. Use only the approved digital artwork files and never typeset, recreate or alter the seal or signature. Any change will cause inconsistencies, lessening the impact and compromising the trust of the Homeland Security seal and signature.

Homeland Security Signature: Preferred Configuration



Seal

# Homeland Security

Wordmark

# Seal and Signature Variations

The preferred signature lockup shown previously should be used in all applications whenever possible. If there is insufficient horizontal space, an alternate lockup that is vertically oriented can be used. In this lockup, the wordmark is centered underneath the seal, as shown in the exhibit below.

The alternate signature lockup should be used only when the preferred lockup cannot be reproduced accurately.

Use of the seal alone is reserved for special instances such as lapel pins or podium signs.

As with the preferred version of the signature, always use the approved digital artwork.

Vertical Signature



Seal Alone





## Clearspace and Minimum Size

To ensure the prominence and legibility of the Homeland Security signature, always surround it with a minimum amount of clearspace. This clearspace isolates the signature from competing graphic elements, such as text, photography or background patterns, that may divert attention from the signature. As shown in the exhibit below, the clearspace for the signature is equal to the height of the uppercase letter “H” in the word “Homeland” in the size at which the signature is reproduced.

The Homeland Security signature can be used in a wide variety of sizes, but when it is sized too small, legibility is reduced and its impact is diminished. The minimum size is determined by the diameter of the seal. In printed material, the signature should not be reproduced with the seal smaller than .625" in diameter.



# Primary Color Palette

The Homeland Security signature should be reproduced in full color—Homeland Security Blue, Gray, Green, Light Blue, and Red—whenever possible. These colors are equivalent to the PANTONE numbers listed in the table below. For 4-color process printing, refer to the CMYK values shown. For on-screen applications (video, broadcast), refer to the RGB Video values specified. For Web applications, refer to the RGB Web values.

The PANTONE and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.

The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Please refer to the current edition of the Pantone color formula guide. PANTONE® is a registered trademark of Pantone, Inc.

	Pantone®	C	M	Y	K	R	G Video	B	R	G Web	B
Homeland Security Blue	2955 C	100	45	0	37	0	47	128	0	51	102
Homeland Security Gray	Cool Gray 6 C	0	0	0	28	176	177	179	153	153	153
Homeland Security Red	187 C	0	100	79	20	165	0	33	204	0	51
Homeland Security Light Blue	307 C	100	16	0	27	0	112	178	0	102	153
Homeland Security Green	370 C	56	0	100	27	89	134	0	51	153	0

# Typography

Typography plays a major role in shaping a brand. To help create a consistent look and feel for all Homeland Security communications, one typeface—Joanna MT—is preferred. This typeface has been chosen to complement the look of the Homeland Security wordmark.

When Joanna MT is not available on your computer, you may substitute Times New Roman for Joanna MT.

Joanna MT

abcdefghijklmnopq  
rstuvwxyz  
1234567890\$&? { }  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz



# Homeland Security Signature Color Variations

The preferred version of the Homeland Security signature is the full-color positive signature. This version should be used for all applications when-ever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.

If reproduction is limited to one color, signatures in Homeland Security Blue with a tint and black with a tint are available. When the signature is placed on a dark background color or photograph, use the reverse versions of the signature.



## Homeland Security

Description	File Name
Full-color spot (PANTONE).....	DHS_S.eps
4-color process (CMYK) .....	DHS_4.eps
RGB Video .....	DHS_V.eps
RGB Web .....	DHS_W.eps
Full-color spot (PANTONE), alternate .....	DHS_S_at.eps
4-color process (CMYK), alternate.....	DHS_4_at.eps
RGB Video, alternate .....	DHS_V_at.eps
RGB Web, alternate .....	DHS_W_at.eps
Seal Alone, full-color spot (PANTONE) .....	DHS_S_S.eps
Seal Alone, 4-color process (CMYK) .....	DHS_S_4.eps
Seal Alone, RGB Video .....	DHS_S_V.eps
Seal Alone, RGB Web .....	DHS_S_W.eps



## Homeland Security

Description	File Name
1-color spot (PANTONE) w/tint.....	DHS_1_T.eps
1-color spot (PANTONE) w/tint, alternate .....	DHS_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint.....	DHS_S_1_T.eps



## Homeland Security

Description	File Name
1-color black w/tint .....	DHS_K_T.eps
1-color black w/tint, alternate .....	DHS_K_T_at.eps
Seal Alone, 1-color black w/tint.....	DHS_S_K_T.eps



## Homeland Security

Description	File Name
Full-color spot (PANTONE) reverse .....	DHS_SR.eps
4-color process (CMYK) reverse .....	DHS_4R.eps
RGB Video reverse.....	DHS_VR.eps
RGB Web reverse .....	DHS_WR.eps
Full-color spot (PANTONE) reverse, alternate.....	DHS_SR_at.eps
4-color process (CMYK) reverse, alternate .....	DHS_4R_at.eps
RGB Video reverse, alternate.....	DHS_VR_at.eps
RGB Web reverse, alternate .....	DHS_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse .....	DHS_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse .....	DHS_S_4R.eps
Seal Alone, RGB Video reverse .....	DHS_S_VR.eps
Seal Alone, RGB Web reverse .....	DHS_S_WR.eps



## Homeland Security

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint.....	DHS_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate .....	DHS_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint .....	DHS_S_1R_T.eps



## Homeland Security

Description	File Name
1-color black, reverse w/tint .....	DHS_KR_T.eps
1-color black, reverse w/tint, alternate.....	DHS_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint .....	DHS_S_KR_T.eps

# Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.

**Homeland  
Security**

Description	File Name
1-color spot (PANTONE 2955) .....	DHS_1.eps
1-color spot (PANTONE 2955), alternate .....	DHS_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955) .....	DHS_S_1.eps

**Homeland  
Security**

Description	File Name
1-color black .....	DHS_K.eps
1-color black, alternate .....	DHS_K_at.eps
Seal Alone, 1-color black .....	DHS_S_K.eps

**Homeland  
Security**

Description	File Name
*Special use .....	DHS_K_su.eps
*Special use .....	DHS_1_su.eps

\*These signatures should only be used on approved applications.

**Homeland  
Security**

Description	File Name
1-color spot (PANTONE 2955) reverse .....	DHS_1R.eps
1-color spot (PANTONE 2955) reverse, alternate ..	DHS_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse ....	DHS_S_1R.eps

**Homeland  
Security**

Description	File Name
1-color black reverse .....	DHS_KR.eps
1-color black reverse, alternate .....	DHS_KR_at.eps
Seal Alone, 1-color black reverse .....	DHS_S_KR.eps

# Background Control

White is the most effective background on which to reproduce the full-color Homeland Security signature because it provides the colors with a clean, crisp contrast. The reverse version of the full-color signature can also be used with Homeland Security Blue and a 75% tint of black as background colors.

If the full-color signature appears on light backgrounds or photographs, there must always be sufficient contrast between the background or photograph and the signature colors. If the signature is being placed on a background or photograph where the full-color signature will be illegible, use one of the reverse signatures.



Homeland  
Security



Homeland  
Security



Homeland  
Security



Homeland  
Security



Homeland  
Security



Homeland  
Security



# Signature Misuses

Incorrect use of the Homeland Security signature can compromise its integrity and effectiveness. Shown below is a small and by no means comprehensive sample of possible misuses.

To ensure accurate and consistent reproduction of the signature, always use the approved digital artwork. Never alter, add to or recreate the Homeland Security signature.



Do not change the arrangement of the preferred signature lockup.



Do not change the arrangement of the alternate signature lockup.



Do not change the color of the wordmark or seal.



Do not re-typeset or outline the wordmark.



Do not place the seal within a shape.



Do not distort the seal or wordmark.



Do not use the full-color signature with the color background showing through the seal.

# Signature Naming Convention

Use this naming convention guide to select the appropriate electronic signature for reproduction. The file formats provided are explained below.

**EPS Format:**

The EPS format is for applications that require high-resolution artwork for reproduction—for example, anything that is press-printed or for large-scale projects such as banners or signage. EPS signatures can be proportionally scaled (enlarged and reduced) without degradation in quality. EPS files can be imported into or opened by page layout and illustration software such as QuarkXPress, Illustrator or Photoshop.

**BMP, JPEG and TIF Formats:**

BMP signatures are suitable for importing into applications such as Microsoft Word, Excel or Powerpoint. BMPs can be proportionally reduced but should only be slightly enlarged, otherwise distortion of the signature will occur. JPEGs have been created for use in web and Microsoft applications. JPEGs should never be proportionally enlarged beyond the size supplied as the quality will degrade quickly. TIF signatures are suitable for importing into applications such as Microsoft Word, Powerpoint and page layout programs. TIFs can be proportionally reduced but should only be slightly enlarged, otherwise distortion of the signature will occur.

**Compatible with Mac or PC:**

EPS, BMP, JPEG and TIF formats work on Macintosh and Windows platforms.


**Color Category:**  
4 = CMYK (4-color process)  
1 = one spot color — Homeland Security Blue  
S = spot (Pantone) Homeland Security Blue, Gray, Green, Light Blue and Red  
K = Black  
V = RGB Video  
W = RGB Web-safe

**Print only**

**Tint:**  
T = signature with tints

**Alternate:**  
at = alternate — alternate signatures are used only in a constrained horizontal space.

**Special Usage:**  
su = special usage — used only on approved applications.

DHS	S	4	R	T	at	su	.ext
<b>Cabinet:</b> DHS = Department of Homeland Security	<b>Seal:</b> S = Seal Alone — for use in special instances such as lapel pins.	<b>Reverse:</b> R = reverse — for use on a dark background.			<b>. Extension: File type and what it is used for.</b> <b>How Images Are Supplied</b> .eps = EPS (for print and vendor use) Supplied as vector-based art, scalable for large applications; these files may be used at any size. Ideal for high-end print and display use. Color Formats: CMYK, RGB, Grayscale, spot (Pantone) color  .bmp= BMP (for PowerPoint, Word and other publishing software) Supplied at 100 DPI for optimum appearance in presentations and laser prints. Color Formats: RGB, Grayscale		
<p> The abbreviations in the shaded fields appear in a file name only when applicable to a given signature.</p>				<p>.jpg = JPEG (for Internet, intranet, PowerPoint and Word) Supplied at 100 DPI for optimum appearance online. Ideal when a small file size is needed. Color Formats: CMYK, RGB, Grayscale  .tif = TIFF (for PowerPoint, Word and other publishing software) Supplied at 125 DPI for optimum appearance in presentations and laser prints. Color Formats: CMYK, RGB, Grayscale</p>			

# U.S. Department of Homeland Security Branding System



# U.S. Department of Homeland Security Branding System

## **The objectives of our branding system are to:**

- Focus and build impact for Homeland Security, reflecting a more modern and non-bureaucratic form of government.
- Strengthen and unify the department.
- Help state and local entities, as well as the general public, understand the role and the structure of the department.
- Simplify and streamline communication.

## **What makes a powerful branding system?**

- It must be clear from the user/customer perspective.
- Minimize the use of acronyms. An abundance of acronyms do not communicate clarity and directness.
- No more than two levels should be branded. Too many layers and too many symbols suggest an expected government bureaucracy and a disparate organization with lack of focus.
- Our branding system should not be viewed as an organizational chart.

# U.S. Department of Homeland Security Branding System

## Cabinet



# Homeland Security

## Competency

Science and Technology

Information Analysis and  
Infrastructure Protection

Border and  
Transportation Security

Emergency Preparedness  
and Response

Management

## Public Facing Entities



Transportation  
Security  
Administration



FEMA



U.S. Citizenship  
and Immigration  
Services



U.S. Immigration  
and Customs  
Enforcement



U.S. Customs and  
Border Protection



## Programs, Locations and Centers

National Biodefense Analysis and  
Countermeasures Center

Chemical and Biological National  
Security and Supporting Programs

Biological and Environmental  
Research Programs

Nuclear Smuggling and  
Proliferation, Detection and  
Verification Programs

Nuclear Assessment, Detection,  
Materials Protection and  
Cooperation Programs

Advanced Scientific Computing  
Research Program at Lawrence  
Livermore National Laboratory

Plum Island Animal Disease Center

National Communication  
System

Federal Computer Incident  
Response Center

National Cyber  
Security Division

Office for Domestic  
Preparedness

Federal Law Enforcement  
Training Center

Citizen's Corp

Ready

USA Visit

# U.S. Department of Homeland Security Branding System

## Level I — Cabinet

Senior and staff members of the department who represent the U.S. Department of Homeland Security.



Example: Business Card



Example: Signage/Wall Plaque

# U.S. Department of Homeland Security Branding System

## Level II — Competency

Senior and staff members who represent the five directorates. To broaden the master brand's capabilities, a descriptor is added to communicate a specific competence.

## The five competencies are as follows:

Science and Technology  
Information Analysis and Infrastructure Protection  
Border and Transportation Security  
Emergency Preparedness and Response  
Management



Example: Business Card



Example: Signage/Wall Plaque



# U.S. Department of Homeland Security Branding System

## Level III — Public Facing Entities

Bureaus and agencies with high visibility and interaction with the general public. These five entities use the DHS Seal “locked up” with their specific name set in standardized DHS typography and color.



**U.S. Customs and  
Border Protection**



**Transportation  
Security  
Administration**



**FEMA**



**U.S. Immigration  
and Customs  
Enforcement**



**U.S. Citizenship  
and Immigration  
Services**

**John Charles Smith**  
Position or Job Title

U.S. Department of Homeland Security  
Washington, DC 20528  
202 234 5678 tel  
202 234 9876 fax  
johncharles.smith@dhs.gov



**U.S. Customs and  
Border Protection**

Example: Business Card



**U.S. Customs and  
Border Protection**

Example: Signage/Wall Plaque

# U.S. Department of Homeland Security Branding System

## Level III — Public Facing Entities — Endorsed

Bureaus and agencies with high visibility and interaction with the general public. Because of their strong brand equity, these two

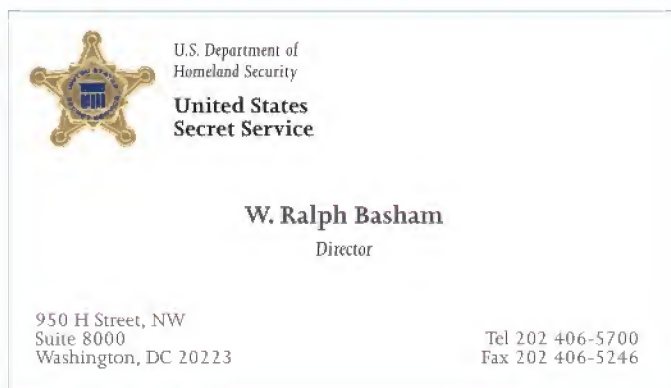
entities retain existing identities and carry an endorsement link to the Department of Homeland Security.



Example: Business Card



Example: Signage/Wall Plaque



Example: Business Card



Example: Signage/Wall Plaque

# U.S. Department of Homeland Security Branding System

## Level IV — Programs, Locations and Centers

A program name should appear as the second line of address copy following “U.S. Department of Homeland Security.” It can also appear as a headline on a brochure, as a supporting message or as a primary message on a wayfinding sign. A program name should never be “locked up” to the Homeland Security identity.

A location should appear as the first line of address copy followed by “U.S. Department of Homeland Security.” Like a program name, it can also appear as a headline on a brochure, as a supporting message or as a primary message on a wayfinding sign.

**John Charles Smith**  
Position or Job Title

U.S. Department of Homeland Security  
Chemical and Biological National Security Program  
Washington, DC 20528  
202 234 5678 tel  
202 234 9876 fax  
johncharles.smith@dhs.gov



**Homeland  
Security**

Example: Program Business Card

**John Charles Smith**  
Position or Job Title

Federal Law Enforcement Training Center  
U.S. Department of Homeland Security  
123 Main Street  
Everytown, US 56789  
202 234 5678 tel 202 234 9876 fax  
johncharles.smith@dhs.gov



**Homeland  
Security**

Example: Location Business Card

## The Programs, Locations and Centers are as follows:

National Biodefense Analysis and Countermeasures Center	Nuclear Assessment, Detection, Materials Protection and Cooperation Programs	Federal Computer Incident Response Center
Chemical and Biological National Security and Supporting Programs	Advanced Scientific Computing Research Program at Lawrence Livermore National Laboratory	National Cyber Security Division
Biological and Environmental Research Programs	Plum Island Animal Disease Center	Office for Domestic Preparedness
Nuclear Smuggling and Proliferation, Detection and Verification Programs	National Communication System	Federal Law Enforcement Training Center
		Citizen's Corp
		Ready
		USA Visit

**Federal Law  
Enforcement  
Training Center**



**Homeland  
Security**

Example: Signage/Wall Plaque

# Public Facing Entity Signature Color Variations



# U.S. Citizenship and Immigration Services Signature Color Variations

The preferred version of the public facing entity U.S. Citizenship and Immigration Services Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.

If reproduction is limited to one color, signatures in Homeland Security Blue with a tint and black with a tint are available. When the signature is placed on a dark background color or photograph, use the reverse versions of the signature.



## U.S. Citizenship and Immigration Services

Description	File Name
Full-color spot (PANTONE) .....	DHS_cis_S.eps
4-color process (CMYK) .....	DHS_cis_4.eps
RGB Video .....	DHS_cis_Veps
RGB Web .....	DHS_cis_Weps
Full-color spot (PANTONE), alternate .....	DHS_cis_S_at.eps
4-color process (CMYK), alternate .....	DHS_cis_4_at.eps
RGB Video, alternate .....	DHS_cis_V_at.eps
RGB Web, alternate .....	DHS_cis_W_at.eps
Seal Alone, full-color spot (PANTONE) .....	DHS_cis_S_S.eps
Seal Alone, 4-color process (CMYK) .....	DHS_cis_S_4.eps
Seal Alone, RGB Video .....	DHS_cis_S_Veps
Seal Alone, RGB Web .....	DHS_cis_S_Weps



## U.S. Citizenship and Immigration Services

Description	File Name
1-color spot (PANTONE) w/tint .....	DHS_cis_I_T.eps
1-color spot (PANTONE) w/tint, alternate ....	DHS_cis_I_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint ....	DHS_cis_S_I_T.eps



## U.S. Citizenship and Immigration Services

Description	File Name
1-color black w/tint .....	DHS_cis_K_T.eps
1-color black w/tint, alternate .....	DHS_cis_K_T_at.eps
Seal Alone, 1-color black w/tint .....	DHS_cis_S_K_T.eps



## U.S. Citizenship and Immigration Services

Description	File Name
Full-color spot (PANTONE) reverse .....	DHS_cis_SR.eps
4-color process (CMYK) reverse .....	DHS_cis_4R.eps
RGB Video reverse .....	DHS_cis_VR.eps
RGB Web reverse .....	DHS_cis_WR.eps
Full-color spot (PANTONE) reverse, alternate .....	DHS_cis_SR_at.eps
4-color process (CMYK) reverse, alternate .....	DHS_cis_4R_at.eps
RGB Video reverse, alternate .....	DHS_cis_VR_at.eps
RGB Web reverse, alternate .....	DHS_cis_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse ....	DHS_cis_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse .....	DHS_cis_S_4R.eps
Seal Alone, RGB Video reverse .....	DHS_cis_S_VR.eps
Seal Alone, RGB Web reverse .....	DHS_cis_S_WR.eps



## U.S. Citizenship and Immigration Services

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint ....	DHS_cis_IR_Teps
1-color spot (PANTONE 2955), reverse w/tint, alternate .....	DHS_cis_IR_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint .....	DHS_cis_S_IR_Teps



## U.S. Citizenship and Immigration Services

Description	File Name
1-color black, reverse w/tint .....	DHS_cis_KR_Teps
1-color black, reverse w/tint, alternate .....	DHS_cis_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint .....	DHS_cis_S_KR_Teps

# U.S. Citizenship and Immigration Services Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.



**U.S. Citizenship  
and Immigration  
Services**

Description	File Name
1-color spot (PANTONE 2955) .....	DHS_cis_1.eps
1-color spot (PANTONE 2955), alternate .....	DHS_cis_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955).....	DHS_cis_S_1.eps



**U.S. Citizenship  
and Immigration  
Services**

Description	File Name
1-color black .....	DHS_cis_K.eps
1-color black, alternate .....	DHS_cis_K_at.eps
Seal Alone, 1-color black .....	DHS_cis_S_K.eps



**U.S. Citizenship  
and Immigration  
Services**

Description	File Name
*Special use .....	DHS_K_su.eps
*Special use .....	DHS_1_su.eps

\*These signatures should only be used on approved applications.



**U.S. Citizenship  
and Immigration  
Services**

Description	File Name
1-color spot (PANTONE 2955) reverse .....	DHS_cis_1R.eps
1-color spot (PANTONE 2955) reverse, alternate.....	DHS_cis_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse ..	DH_cis_S_1R.eps



**U.S. Citizenship  
and Immigration  
Services**

Description	File Name
1-color black reverse .....	DHS_cis_KR.eps
1-color black reverse, alternate .....	DHS_cis_KR_at.eps
Seal Alone, 1-color black reverse .....	DHS_cis_S_KR.eps

# U.S. Customs and Border Protection Signature Color Variations

The preferred version of the public facing entity U.S. Customs and Border Protection Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.

If reproduction is limited to one color, signatures in Homeland Security Blue with a tint and black with a tint are available. When the signature is placed on a dark background color or photograph, use the reverse versions of the signature.



## U.S. Customs and Border Protection

Description	File Name
Full-color spot (PANTONE).....	DHS_cbp_S.eps
4-color process (CMYK) .....	DHS_cbp_4.eps
RGB Video .....	DHS_cbp_Veps
RGB Web .....	DHS_cbp_Weps
Full-color spot (PANTONE), alternate.....	DHS_cbp_S_at.eps
4-color process (CMYK), alternate.....	DHS_cbp_4_at.eps
RGB Video, alternate .....	DHS_cbp_V_at.eps
RGB Web, alternate .....	DHS_cbp_W_at.eps
Seal Alone, full-color spot (PANTONE) .....	DHS_cbp_S_S.eps
Seal Alone, 4-color process (CMYK) .....	DHS_cbp_S_4.eps
Seal Alone, RGB Video.....	DHS_cbp_S_Veps
Seal Alone, RGB Web .....	DHS_cbp_S_Weps



## U.S. Customs and Border Protection

Description	File Name
1-color spot (PANTONE) w/tint.....	DHS_cbp_1_T.eps
1-color spot (PANTONE) w/tint, alternate.....	DHS_cbp_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint ....	DHS_cbp_S_1_T.eps



## U.S. Customs and Border Protection

Description	File Name
1-color black w/tint.....	DHS_cbp_K_T.eps
1-color black w/tint, alternate .....	DHS_cbp_K_T_at.eps
Seal Alone, 1-color black w/tint.....	DHS_cbp_S_K_T.eps



## U.S. Customs and Border Protection

Description	File Name
Full-color spot (PANTONE) reverse .....	DHS_cbp_SR.eps
4-color process (CMYK) reverse .....	DHS_cbp_4R.eps
RGB Video reverse .....	DHS_cbp_VR.eps
RGB Web reverse .....	DHS_cbp_WR.eps
Full-color spot (PANTONE) reverse, alternate .....	DHS_cbp_SR_at.eps
4-color process (CMYK) reverse, alternate .....	DHS_cbp_4R_at.eps
RGB Video reverse, alternate .....	DHS_cbp_VR_at.eps
RGB Web reverse, alternate .....	DHS_cbp_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse.....	DHS_cbp_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse ..	DHS_cbp_S_4R.eps
Seal Alone, RGB Video reverse .....	DHS_cbp_S_VR.eps
Seal Alone, RGB Web reverse.....	DHS_cbp_S_WR.eps



## U.S. Customs and Border Protection

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint ....	DHS_cbp_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate.....	DHS_cbp_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint .....	DHS_cbp_S_1R_T.eps



## U.S. Customs and Border Protection

Description	File Name
1-color black, reverse w/tint .....	DHS_cbp_KR_T.eps
1-color black, reverse w/tint, alternate.....	DHS_cbp_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint ....	DHS_cbp_S_KR_T.eps

# U.S. Customs and Border Protection Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.



**U.S. Customs and  
Border Protection**

Description	File Name
1-color spot (PANTONE 2955) .....	DHS_cbp_1.eps
1-color spot (PANTONE 2955), alternate .....	DHS_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955) .....	DHS_S_1.eps



**U.S. Customs and  
Border Protection**

Description	File Name
1-color black .....	DHS_cbp_K.eps
1-color black, alternate .....	DHS_cbp_K_at.eps
Seal Alone, 1-color black .....	DHS_cbp_S_K.eps



**U.S. Customs and  
Border Protection**

Description	File Name
*Special use .....	DHS_K_su.eps
*Special use .....	DHS_1_su.eps

\*These signatures should only be used on approved applications.



**U.S. Customs and  
Border Protection**

Description	File Name
1-color spot (PANTONE 2955) reverse .....	DHS_1R_eps
1-color spot (PANTONE 2955) reverse, alternate ..	DHS_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse ....	DHS_S_1R_eps



**U.S. Customs and  
Border Protection**

Description	File Name
1-color black reverse .....	DHS_cbp_KR.eps
1-color black reverse, alternate .....	DHS_cbp_KR_at.eps
Seal Alone, 1-color black reverse .....	DHS_cbp_S_KR.eps



# FEMA

## Signature Color Variations

The preferred version of the public facing entity FEMA Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.

If reproduction is limited to one color, signatures in Homeland Security Blue with a tint and black with a tint are available. When the signature is placed on a dark background color or photograph, use the reverse versions of the signature.



# FEMA

Description	File Name
Full-color spot (PANTONE)	DHS_fema_S.eps
4-color process (CMYK)	DHS_fema_4.eps
RGB Video	DHS_fema_V.eps
RGB Web	DHS_fema_W.eps
Full-color spot (PANTONE), alternate	DHS_fema_S_at.eps
4-color process (CMYK), alternate	DHS_fema_4_at.eps
RGB Video, alternate	DHS_fema_V_at.eps
RGB Web, alternate	DHS_fema_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_fema_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_fema_S_4.eps
Seal Alone, RGB Video	DHS_fema_S_V.eps
Seal Alone, RGB Web	DHS_fema_S_W.eps



# FEMA

Description	File Name
1-color spot (PANTONE) w/tint	DHS_fema_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_fema_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint	DHS_fema_S_1_T.eps



# FEMA

Description	File Name
1-color black w/tint	DHS_fema_K_T.eps
1-color black w/tint, alternate	DHS_fema_K_T_at.eps
Seal Alone, 1-color black w/tint	DHS_fema_S_K_T.eps



# FEMA

Description	File Name
Full-color spot (PANTONE) reverse	DHS_fema_SR.eps
4-color process (CMYK) reverse	DHS_fema_4R.eps
RGB Video reverse	DHS_fema_VR.eps
RGB Web reverse	DHS_fema_WR.eps
Full-color spot (PANTONE) reverse, alternate	DHS_fema_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_fema_4R_at.eps
RGB Video reverse, alternate	DHS_fema_VR_at.eps
RGB Web reverse, alternate	DHS_fema_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse	DHS_fema_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_fema_S_4R.eps
Seal Alone, RGB Video reverse	DHS_fema_S_VR.eps
Seal Alone, RGB Web reverse	DHS_fema_S_WR.eps



# FEMA

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint	DHS_fema_IR_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_fema_IR_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_fema_S_IR_T.eps



# FEMA

Description	File Name
1-color black, reverse w/tint	DHS_fema_KR_T.eps
1-color black, reverse w/tint, alternate	DHS_fema_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint	DHS_fema_S_KR_T.eps

# FEMA

## Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.



# FEMA

Description	File Name
1-color spot (PANTONE 2955) .....	DHS_fema_1.eps
1-color spot (PANTONE 2955), alternate .....	DHS_fema_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955) ....	DHS_fema_S_1.eps



# FEMA

Description	File Name
1-color black .....	DHS_fema_K.eps
1-color black, alternate .....	DHS_fema_K_at.eps
Seal Alone, 1-color black .....	DHS_fema_S_K.eps



# FEMA

Description	File Name
*Special use .....	DHS_K_su.eps
*Special use .....	DHS_1_su.eps

\*These signatures should only be used on approved applications.



# FEMA

Description	File Name
1-color spot (PANTONE 2955) reverse .....	DHS_fema_1R.eps
1-color spot (PANTONE 2955) reverse, alternate .....	DHS_fema_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse ....	DHS_S_1R.eps



# FEMA

Description	File Name
1-color black reverse .....	DHS_fema_KR.eps
1-color black reverse, alternate .....	DHS_fema_KR_at.eps
Seal Alone, 1-color black reverse .....	DHS_fema_S_KR.eps

# U.S. Immigration and Customs Enforcement Signature Color Variations

The preferred version of the public facing entity U.S. Immigration and Customs Enforcement Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.

If reproduction is limited to one color, signatures in Homeland Security Blue with a tint and black with a tint are available. When the signature is placed on a dark background color or photograph, use the reverse versions of the signature.



## U.S. Immigration and Customs Enforcement

Description	File Name
Full-color spot (PANTONE)	DHS_ice_S.eps
4-color process (CMYK)	DHS_ice_4.eps
RGB Video	DHS_ice_Veps
RGB Web	DHS_ice_Weps
Full-color spot (PANTONE), alternate	DHS_ice_S_at.eps
4-color process (CMYK), alternate	DHS_ice_4_at.eps
RGB Video, alternate	DHS_ice_V_at.eps
RGB Web, alternate	DHS_ice_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_ice_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_ice_S_4.eps
Seal Alone, RGB Video	DHS_ice_S_Veps
Seal Alone, RGB Web	DHS_ice_S_Weps



## U.S. Immigration and Customs Enforcement

Description	File Name
1-color spot (PANTONE) w/tint	DHS_ice_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_ice_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint	DHS_ice_S_1_T.eps



## U.S. Immigration and Customs Enforcement

Description	File Name
1-color black w/tint	DHS_ice_K_T.eps
1-color black w/tint, alternate	DHS_ice_K_T_at.eps
Seal Alone, 1-color black w/tint	DHS_ice_S_K_T.eps



## U.S. Immigration and Customs Enforcement

Description	File Name
Full-color spot (PANTONE) reverse	DHS_ice_SR.eps
4-color process (CMYK) reverse	DHS_ice_4R.eps
RGB Video reverse	DHS_ice_VR.eps
RGB Web reverse	DHS_ice_WR.eps
Full-color spot (PANTONE) reverse, alternate	DHS_ice_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_ice_4R_at.eps
RGB Video reverse, alternate	DHS_ice_VR_at.eps
RGB Web reverse, alternate	DHS_ice_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse	DHS_ice_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_ice_S_4R.eps
Seal Alone, RGB Video reverse	DHS_ice_S_VR.eps
Seal Alone, RGB Web reverse	DHS_ice_S_WR.eps



## U.S. Immigration and Customs Enforcement

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint	DHS_ice_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_ice_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_ice_S_1R_T.eps



## U.S. Immigration and Customs Enforcement

Description	File Name
1-color black, reverse w/tint	DHS_ice_KR_T.eps
1-color black, reverse w/tint, alternate	DHS_ice_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint	DHS_ice_S_KR_T.eps

# U.S. Immigration and Customs Enforcement

## Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.



**U.S. Immigration  
and Customs  
Enforcement**

Description	File Name
1-color spot (PANTONE 2955) .....	DHS_ice_1.eps
1-color spot (PANTONE 2955), alternate.....	DHS_ice_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955) .....	DHS_ice_S_1.eps



**U.S. Immigration  
and Customs  
Enforcement**

Description	File Name
1-color black .....	DHS_ice_K.eps
1-color black, alternate.....	DHS_ice_K_at.eps
Seal Alone, 1-color black .....	DHS_ice_S_K.eps



**U.S. Immigration  
and Customs  
Enforcement**

Description	File Name
*Special use .....	DHS_K_su.eps
*Special use.....	DHS_1_su.eps

\*These signatures should only be used on approved applications.



**U.S. Immigration  
and Customs  
Enforcement**

Description	File Name
1-color spot (PANTONE 2955) reverse.....	DHS_ice_1R.eps
1-color spot (PANTONE 2955) reverse, alternate .....	DHS_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse .....	DHS_S_1R.eps



**U.S. Immigration  
and Customs  
Enforcement**

Description	File Name
1-color black reverse.....	DHS_ice_KR.eps
1-color black reverse, alternate.....	DHS_ice_KR_at.eps
Seal Alone, 1-color black reverse .....	DHS_ice_S_KR.eps



# Transportation Security Administration Signature Color Variations

The preferred version of the public facing entity U.S. Transportation Security Administration Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.

If reproduction is limited to one color, signatures in Homeland Security Blue with a tint and black with a tint are available. When the signature is placed on a dark background color or photograph, use the reverse versions of the signature.



**Transportation  
Security  
Administration**

Description	File Name
Full-color spot (PANTONE)	DHS_tsa_S.eps
4-color process (CMYK)	DHS_tsa_4.eps
RGB Video	DHS_tsa_Veps
RGB Web	DHS_tsa_Weps
Full-color spot (PANTONE), alternate	DHS_tsa_S_at.eps
4-color process (CMYK), alternate	DHS_tsa_4_at.eps
RGB Video, alternate	DHS_tsa_V_at.eps
RGB Web, alternate	DHS_tsa_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_tsa_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_tsa_S_4.eps
Seal Alone, RGB Video	DHS_tsa_S_Veps
Seal Alone, RGB Web	DHS_tsa_S_Weps



**Transportation  
Security  
Administration**

Description	File Name
1-color spot (PANTONE) w/tint	DHS_tsa_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_tsa_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint	DHS_tsa_S_1_T.eps



**Transportation  
Security  
Administration**

Description	File Name
1-color black w/tint	DHS_tsa_K_T.eps
1-color black w/tint, alternate	DHS_tsa_K_T_at.eps
Seal Alone, 1-color black w/tint	DHS_tsa_S_K_T.eps



**Transportation  
Security  
Administration**

Description	File Name
Full-color spot (PANTONE) reverse	DHS_tsa_SR.eps
4-color process (CMYK) reverse	DHS_tsa_4R.eps
RGB Video reverse	DHS_tsa_VR.eps
RGB Web reverse	DHS_tsa_WR.eps
Full-color spot (PANTONE) reverse, alternate	DHS_tsa_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_tsa_4R_at.eps
RGB Video reverse, alternate	DHS_tsa_VR_at.eps
RGB Web reverse, alternate	DHS_tsa_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse	DHS_tsa_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_tsa_S_4R.eps
Seal Alone, RGB Video reverse	DHS_tsa_S_VR.eps
Seal Alone, RGB Web reverse	DHS_tsa_S_WR.eps



**Transportation  
Security  
Administration**

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint	DHS_tsa_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_tsa_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_tsa_S_1R_T.eps



**Transportation  
Security  
Administration**

Description	File Name
1-color black, reverse w/tint	DHS_tsa_KR_T.eps
1-color black, reverse w/tint, alternate	DHS_tsa_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint	DHS_tsa_S_KR_T.eps

# Transportation Security Administration

## Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.



Description	File Name
1-color spot (PANTONE 2955) .....	DHS_tsa_1.eps
1-color spot (PANTONE 2955), alternate.....	DHS_tsa_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955) .....	DHS_tsa_S_1.eps



Description	File Name
1-color black .....	DHS_tsa_K.eps
1-color black, alternate .....	DHS_tsa_K_at.eps
Seal Alone, 1-color black .....	DHS_tsa_S_K.eps



Description	File Name
*Special use.....	DHS_K_su.eps
*Special use.....	DHS_1_su.eps

\*These signatures should only be used on approved applications.



Description	File Name
1-color spot (PANTONE 2955) reverse .....	DHS_tsa_1R.eps
1-color spot (PANTONE 2955) reverse, alternate .....	DHS_tsa_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse .....	DHS_tsa_S_1R.eps

Description	File Name
1-color black reverse .....	DHS_tsa_KR.eps
1-color black reverse, alternate .....	DHS_tsa_KR_at.eps
Seal Alone, 1-color black reverse .....	DHS_tsa_S_KR.eps

# Signature Naming Convention

Use this naming convention guide to select the appropriate electronic signature for reproduction. The file formats provided are explained below.

## EPS Format:

The EPS format is for applications that require high-resolution artwork for reproduction, for example, anything that is press-printed or for large-scale projects such as banners or signage. EPS signatures can be proportionally scaled (enlarged and reduced) without degradation in quality. EPS files can be imported into or opened by page layout and illustration software such as QuarkXPress, Illustrator or Photoshop.

## BMP, JPEG and TIF Formats:

BMP signatures are suitable for importing into applications such as Microsoft Word, Excel or Powerpoint. BMPs can be proportionally reduced but should only be slightly enlarged, otherwise distortion of the signature will occur. JPEGs have been created for use in web and Microsoft applications. JPEGs should never be proportionally enlarged beyond the size supplied as the quality will degrade quickly. TIF signatures are suitable for importing into applications such as Microsoft Word, Powerpoint and page layout programs. TIFs can be proportionally reduced but should only be slightly enlarged, otherwise distortion of the signature will occur.

## Compatible with Mac or PC:

EPS, BMP, JPEG and TIF formats work on Macintosh and Windows platforms.

<div>Color Category: 4 = CMYK (4-color process) 1 = one spot color — Homeland Security Blue S = spot (Pantone) Homeland Security Blue, Gray, Green, Light Blue, and Red Print only K = Black V = RGB Video W = RGB Web-safe</div> <div>Tint: t = signature with tints</div> <div>Alternate: at = alternate — alternate signatures are used only in a constrained horizontal space.</div> <div>Special Usage: su = special usage — used only on approved applications.</div> <div>Seal: S = Seal Alone — for use in special instances such as lapel pins.</div>												
DHS	S	t	s	a	4	R	T	a	t	s	u	.ext
<b>Cabinet:</b> DHS = Department of Homeland Security		<b>Public Facing Entities:</b> cis= U.S. Citizenship and Immigration  cbp= U.S. Customs and Border Protection  fema= FEMA  ice= U.S. Immigration and Customs Enforcement  tsa = Transportation Security			<b>Reverse:</b> R = reverse — for use on a dark background.			<b>. Extension: File type and what it is used for.</b> <b>How Images Are Supplied</b> .eps = EPS (for print and vendor use) Supplied as vector-based art, scalable for large applications; these files may be used at any size. Ideal for high-end print and display use. Color Formats: CMYK, RGB, Grayscale, spot (Pantone) color  .bmp= BMP (for PowerPoint, Word and other publishing software) Supplied at 100 DPI for optimum appearance in presentations and laser prints. Color Formats: RGB, Grayscale  .jpg = JPEG (for Internet, intranet, PowerPoint and Word) Supplied at 100 DPI for optimum appearance online. Ideal when a small file size is needed. Color Formats: CMYK, RGB, Grayscale  .tif = TIFF (for PowerPoint, Word and other publishing software) Supplied at 125 DPI for optimum appearance in presentations and laser prints. Color Formats: CMYK, RGB, Grayscale				

The abbreviations in the shaded fields appear in a file name only when applicable to a given signature.